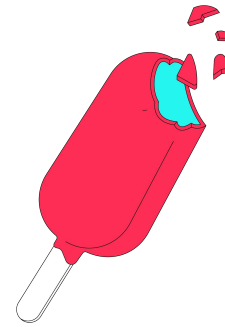


# IT'S SUMMER TIME!

Tips on how to advertise on TikTok during the hottest time of the year.

**In this scorching weather, you can't really pile on the clothes, can you? Just watch out not to go overboard...**

- The ad creatives and landing page **should not focus on individual intimate body parts**, such as genitals, buttocks, breasts, and **should not display excessive visible skin**.
- It's important to note that displaying nudity, making sexual references, and showcasing excessively suggestive or sexually provocative behavior are **prohibited**.



**Enjoy summer responsibly!  
Check this out:**

In order to advertise alcoholic beverages, the advertiser must have **previously aligned** with a TikTok sales representative. **Branded content and mission are prohibited formats** in this industry.

Advertisers are responsible for complying with applicable federal and local laws and regulatory guidelines, including age restrictions. Ad creatives and the landing page **should not display excessive alcoholic beverages or irresponsible consumption**. Additionally, they cannot include creatives that encourage user-generated content.

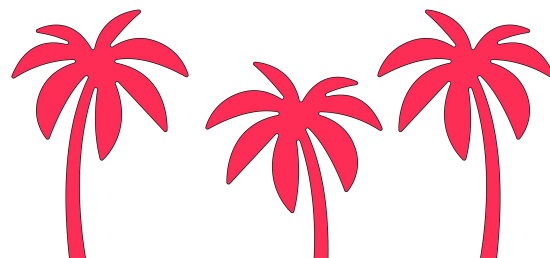


**Other points worth our attention:**

- **Creatives must have a writing disclaimer.**
- **Landing pages must include an age verification mechanism (e.g., age confirmation page/pop-up).**
- **It is not allowed to use or portray individuals who appear to be under 25 years old.**
- **Creative guidelines for alcoholic beverage ads must adhere to the regulatory rules of each country and TikTok's advertising policies.**

**And for that sun-kissed glow?**

To advertise products like sunscreen and tanning lotions, it is necessary to submit the **certificate from the country's regulatory agency**, and it is only allowed for those of **legal age**.



**Want to learn more about TikTok's advertising policies? Visit our [Business Help Center](#)**