



## FMCG Policy Reminders

The following content is valid as of Oct 5, 2023 and subject to change. Up-to-date information on industry, creative, and regional advertising policies can be found on the TikTok Business Help Center ⓘ



### ❖ Privacy ❖

Ads must contain a Privacy Policy link, and must not request information prohibited under our data collection policy ⓘ

### ❖ Authenticity ❖

Ads must not display counterfeit or unauthorized replicas of a real product ⓘ

Ads must not feature content which infringes on/violates the rights of a third party ⓘ

### ❖ Prohibited ❖

TikTok recommends reviewing our prohibited content guidelines before any campaign ⓘ

Examples of prohibited content:

- ❖ the use of prohibited adult products or services ⓘ
- ❖ controlled drugs, prescription drug abuse, recreational drugs, drug paraphernalia, or accessories or supplies any of such, including the use of them ⓘ

### ❖ Consistency ❖

Ads must not contain mismatching or inconsistent information on promotion, price, discounts, products, etc. ⓘ

## ❖ Promises ❖

Performance promises referencing permanent changes to the human body are not allowed ⓘ

Ads must not contain an exaggerated performance or promise concerning a product's effect

Prohibited examples include:

- ❖ "removal of acne"
- ❖ wrinkles disappearing through "before and after" comparisons
- ❖ "get slim legs right away"

## ❖ Adult Content ❖



Ads must not display:

- ❖ excessive visible skin
- ❖ sexual activities or behaviours that are overly suggestive or sexually provocative



## ❖ Weightloss ❖

Ads promoting weight loss/management fasting products or services (including supplements, fat burning pills, appetite suppressants, detox teas, etc) are prohibited ⓘ

## ❖ Claims ❖

- ❖ If a product is not licensed as a medicine (e.g. cosmetic products), medical claims in the ad creative or on the landing page are prohibited
- ❖ Medical claims examples include but are not limited to claims on curing acne, removal of wrinkles, or treating hair loss
- ❖ Ads containing medical claims will require a country's approved medical license or certification

### For further reading:

TikTok Business Help Center Advertising Policies

[ads.tiktok.com/help/article/advertising-on-tiktok-first-things-to-note](https://ads.tiktok.com/help/article/advertising-on-tiktok-first-things-to-note)