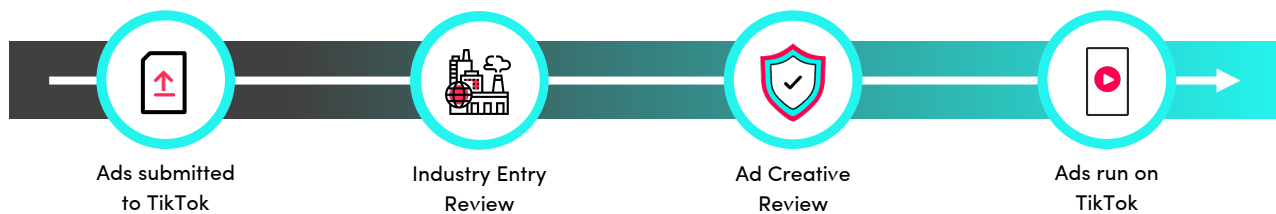


# Introduction To TikTok Ad Policies

TikTok’s mission is to *Inspire Creativity and Bring Joy* to all users! To help us achieve this, all ads posted on TikTok must be ethical, legal, and appropriate for our community. Here are some guidelines to consider when planning for your next ad creative!



## Ad Review Process



## Industry Entry Review

After ads are submitted, products and services are categorised in adherence to local laws and culture. At TikTok, Healthcare & Pharmaceutical industries are categorised as **RESTRICTED** in general.

### Restricted

In general, Healthcare & Pharmaceutical products or services must meet local laws and regulations to be allowed to promote in targeted market, such as:

- Age targeting
- Business licenses
- Certificates or registration from local authorities

### Prohibited

Products or services that are illegal, dangerous and/or harmful to the community are not allowed to promote in all countries or regions. Examples:

- Recreational drugs
- Prescribed medication
- Performance enhancement products & services

## Ad Creative Review Checkpoints

### 1 Targeting Region Information

- Age targeting / group
- Currency
- Language

Advertiser will include this information on TTAM when submitting your ads.

### 2 Landing Page

- Promoted products or services
- Functionality of landing page
- Consistency with Ad Creative



Ad Video / Image

Caption / Display Name

Audio

### 3 Ad Creative Elements

## General Policy Guidelines



Respect and adhere to local laws and regulations



Consider and respect local social and cultural customs



Misleading information and untrue expressions are prohibited

## Notable Ad Policies For Healthcare & Pharmaceutical Industry

### Excessive Skin Exposure

Ad creatives and the landing page must not display excessive visible skin, particularly on intimate body parts

Examples:

- Genitalia
- Buttocks
- Breasts

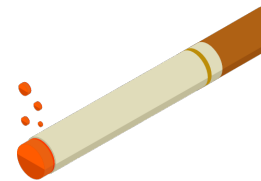
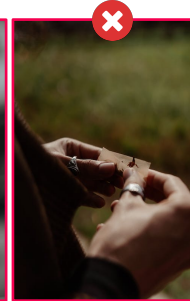


### Tobacco Products & Smoking

Ad creatives and the landing page must not display or promote tobacco, and tobacco-related products

Examples:

- Cigarettes
- Cigars
- Vapouriser

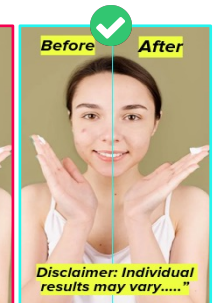
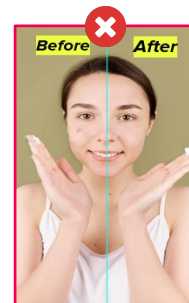


### Exaggerated Performance or Promise

Ad creatives must not contain exaggerated performance or promise concerning a product's effect

Violative examples:

- **Cream:** Acne gone in 3 hours!
- **Supplements:** Lose 10kg in 3 days!
- **Medicine:** Cure your cancer!

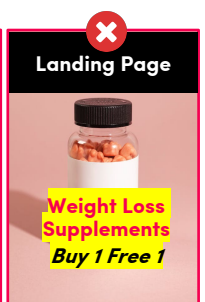
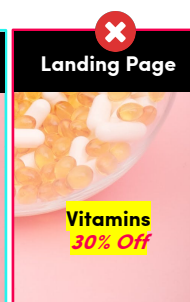
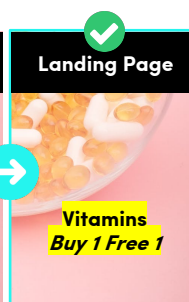
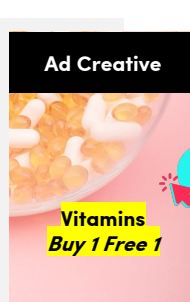


### Ad Consistency

Any information promoted in ad creatives must be consistent with information found on the landing page.

Examples:

- Product brand
- Product type
- Sale events
- Pricing or discounts



Disclaimer: Information presented in this handout is valid at the point of publication. Please refer to the [Business Help Center](#) for the most updated policies.  
Follow us on TikTok (@tiktokadpolicy) to learn more about other policies!