

Shopee's Adult Listings Guidelines

What is Shopee's policy on adult listings?

Remember that not everyone is comfortable with viewing products related to sexual wellness. Always list them under the **Adult** categories so that we show respect for every shopper.

Here are some general guidelines for listing sex toys:

1. On your cover image, display only the product itself, including its packaging. Avoid using any human model to showcase the product.
2. On subsequent images, any models used should not be in a sexually suggestive position.
3. On all images, nudity is not allowed. Private parts must be censored, regardless of whether it is part of a human model, a doll, or toys with realistic private parts.
4. On all images, demonstration of usage and sexually suggestive portrayals are not allowed.

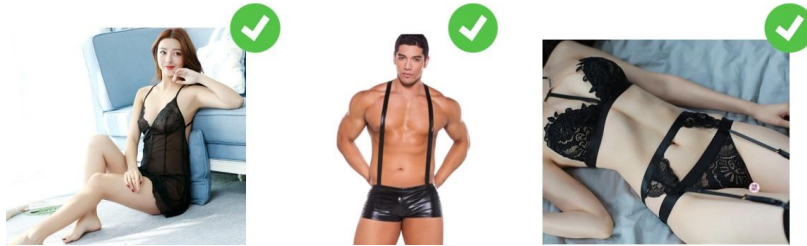


5. Describe your products in a clinical and factual tone. Avoid sexual innuendo.
6. You can display the product in contact with the model if necessary. For example, products can be held or supported by a hand. But, only in a manner that is not sexually suggestive.

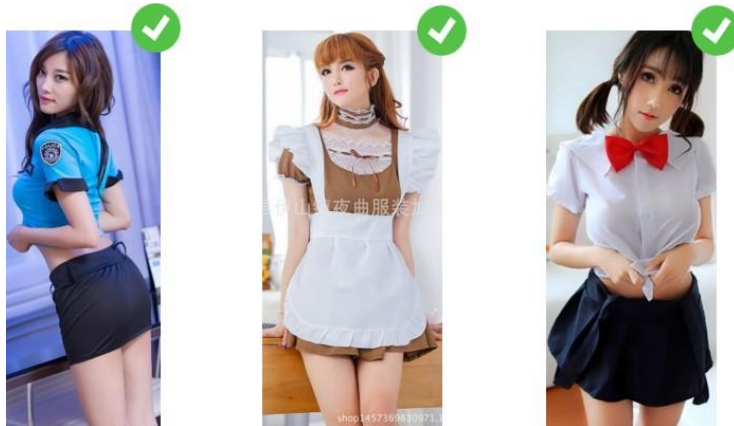


Here are some general guidelines for listing fashion products related to sexual wellness:

1. On your cover image, a model is allowed. But the model should not be in a sexually suggestive position.
2. The model should be in a neutral posture whether they are standing, sitting, or lying down.



3. On all images, nudity is not allowed. Private parts must be censored, regardless of whether it is part of a human model, a doll, or toys with realistic private parts.
4. Cosplay uniforms can be listed on Shopee under the Adult category.



What happens if I fail to meet the guidelines for adult products?

Any product related to sexual wellness will be banned or deleted if they violate any of Shopee's guidelines on adult listings, or are found to be listed outside the **Miscellaneous > Adult** category.