



菲律宾市场周报

10-19



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站点公告

Oct Schedule Calendar 十月活动表

| MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY |
|--|--------------------------|-------------------------|--|--|---------------------|---------------------------|
| 10/12 | 10/13 | 10/14 | 10/15 | 10/16 | 10/17 | 10/18 |
| Groceries & Pet Care | Kids & Babies Fair | | Payday Sale | | Home & Hobbies | |
| Global Deals Fair | Health & Beauty Fair | | Home Appliances Sale | | | Fashion Fair |
| FS99 on Groceries & Pet Care FSS CB FSS at FS99 - Shopee Sitewide CB FSS at FS0 - with ShopeePay | FS99 on TKB FSS | | FS99 on FSS | | | |
| | FS0 on SBD Brand | FS0 on SBD Brand | 12MN - 2AM: FS0 Sitewide FS0 on SBD Brand | 12MN - 2AM: FS0 Sitewide FS0 on SBD Brand | | |
| 10/19 | 10/20 | 10/21 | 10/22 | 10/23 | 10/24 | 10/25 |
| Home & Hobbies | | 11.11 Free Shipping Day | 11.11 Gadgets & Gaming Day | 11.11 Bags & Accessories Day | 11.11 Skin Care Day | 11.11 Sports & Motors Day |
| Fashion Fair | | | Home & Outdoors | | Kids & Babies | |
| | | | | | | |
| 10/26 | 10/27 | 10/28 | 10/29 | 10/30 | 10/31 | 11/1 |
| 11.11 Shopee Mall Day | 11.11 Fashion Basics Day | 11.11 Kids & Babies Day | 11.11 Home Tech Day | 11.11 Shoes Day | 11.11 Beauty Day | |
| Kids & Babies | Groceries & Pet Care | | Health & Beauty | | | |
| | | | | | | |

Nov Schedule Calendar 十一月活动表

| MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY |
|-------------------------|-------------------------|--------------------------|---------------------------|-------------------|---------------------------------|--------------------------------|
| November | | | | | | |
| 10/26 | 10/27 | 10/28 | 10/29 | 10/30 | 10/31 | 11/1 |
| | | | | | | 11.11 Free Shipping Day |
| | | | | | | Fashion |
| | | | | | | |
| 11/2 | 11/3 | 11/4 | 11/5 | 11/6 | 11/7 | 11/8 |
| 11.11 Digital Deals Day | 11.11 Electronics Day | 11.11 Flash Sale Day | 11.11 ShopeePay Day | 11.11 Fashion Day | 11.11 Home & Living Day | 11.11 Groceries & Pet Care Day |
| | Fashion | | | Global Deals | | Electronics |
| | | | | | | |
| 11/9 | 11/10 | 11/11 | 11/12 | 11/13 | 11/14 | 11/15 |
| 11.11 Games Day | 11.11 Vouchers Day | 11.11 Big Christmas Sale | 11.11 Salamat Shopee Sale | | | |
| | Electronics | | | | | |
| | | | | | | |
| 11/16 | 11/17 | 11/18 | 11/19 | 11/20 | 11/21 | 11/22 |
| | | 12.12 Free Shipping Day | 12.12 Holiday Home Day | 12.12 Shoes Day | 12.12 Gadgets & Gaming Day | 12.12 Health & Wellness Day |
| | | Health & Beauty | | | Groceries & Pet Care | |
| | | | | | | |
| 11/23 | 11/24 | 11/25 | 11/26 | 11/27 | 11/28 | 11/29 |
| 12.12 Digital Deals Day | 11.11 Fashion WOOTD Day | 12.12 Flash Sale Day | 12.12 Home Tech Day | | 12.12 Black Friday Weekend Sale | |
| | Shopee Mall Brands Fair | Kids & Babies | | | Global Deals | |
| | | | | | | |
| 11/30 | 12/1 | 12/2 | 12/3 | 12/4 | 12/5 | 12/6 |
| 12.12 Cyber Monday | | | | | | |
| Fashion | | | | | | |

上周热搜关键字 | 上周热搜类别 Top 20 Keywords | Top Category

- 排名不分先后

| 关键词 | 中文 |
|-----------------|------|
| Face Shield | 防护面罩 |
| Earphone | 耳机 |
| Face Mask | 面罩 |
| Dress | 连衣裙 |
| Curtain | 窗帘 |
| Ring Light | 网红灯 |
| Shoes | 鞋子 |
| Oversized Shirt | 超大T恤 |
| Bra | 内衣 |
| Tops | 衬衫 |
| Study Table | 书桌 |
| Wallpaper | 壁纸 |
| Terno | 套装 |
| Shorts | 短裤 |
| Sandals | 凉鞋 |
| Headset | 头戴耳机 |
| Bag | 包包 |
| Sling Bag | 斜肩包 |
| Slippers | 拖鞋 |
| Short | 短裤 |

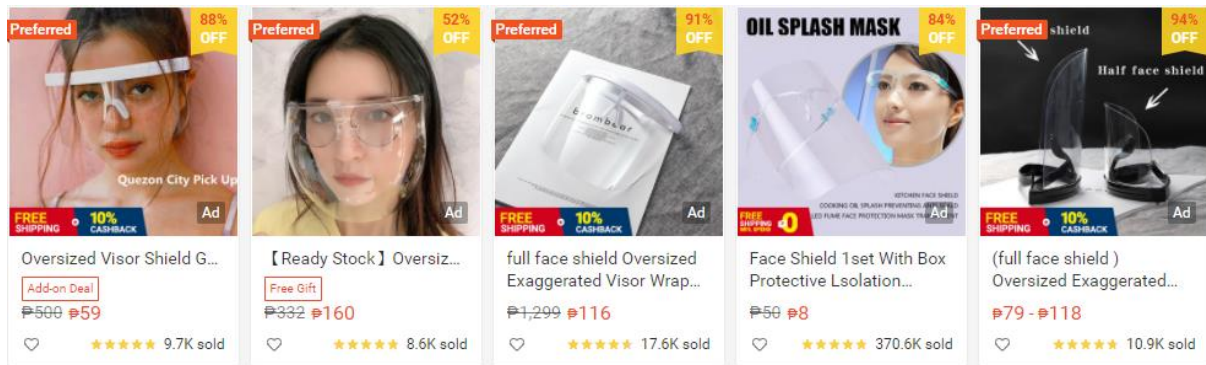
| 中文翻译 | Top Category |
|---------|------------------------|
| 手机配件 | Mobile Accessories |
| 男士服装 | Men's Apparel |
| 居家生活 | Home & Living |
| 女士配饰 | Women Accessories |
| 健康与个人护理 | Health & Personal Care |
| 爱好与文具 | Hobbies & Stationery |
| 手机与配件 | Mobiles & Gadgets |
| 女士服装 | Women's Apparel |
| 婴儿与儿童 | Babies & Kids |
| 笔记本与电脑 | Laptops & Computers |

关键词产品分享

Top Keywords Products

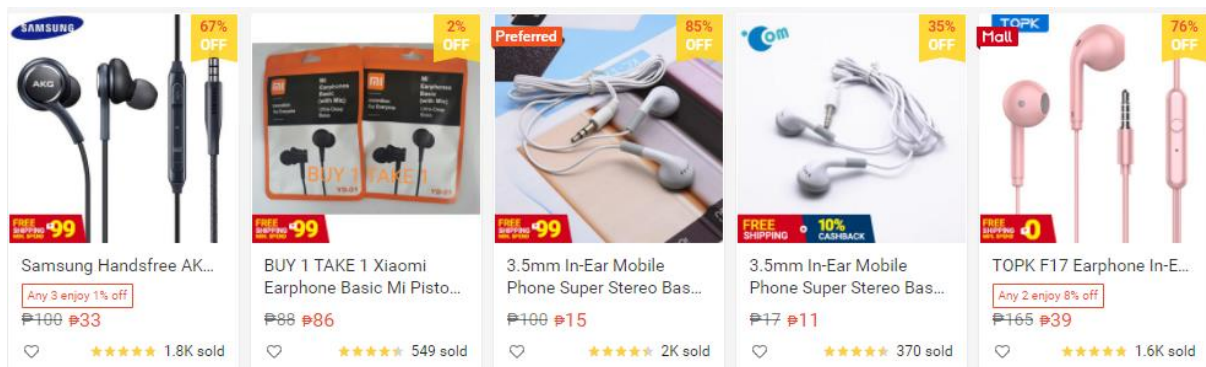
Face Shield 面罩

- 目标价: ₱8 - ₱160



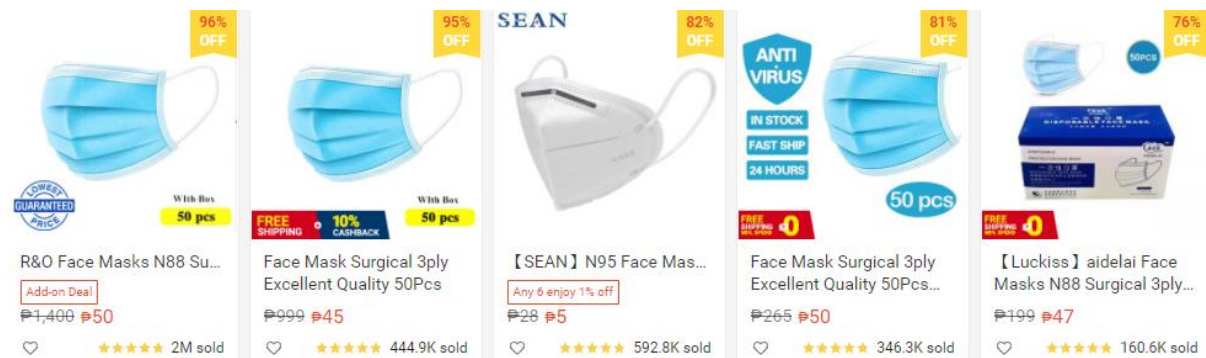
Earphone 耳机

- 目标价: ₱11 - ₱86



Face Mask 面罩

- 目标价: ₱5 - ₱50

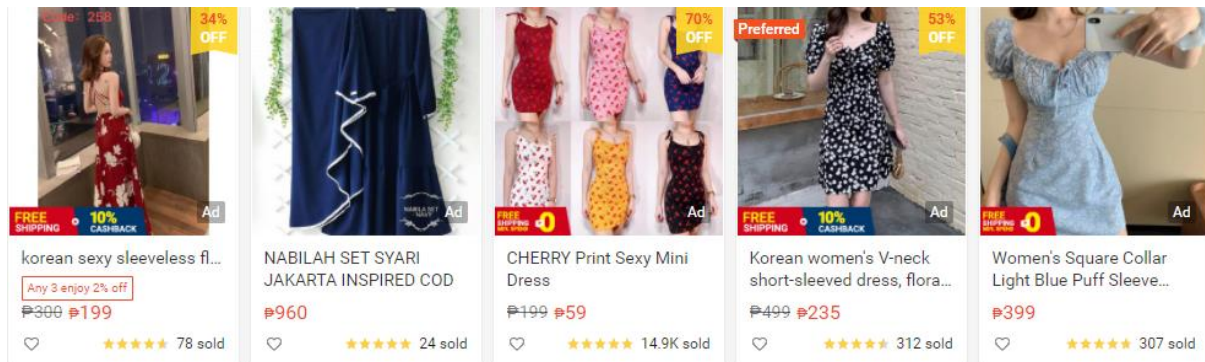


关键字产品分享

Top Keywords Products

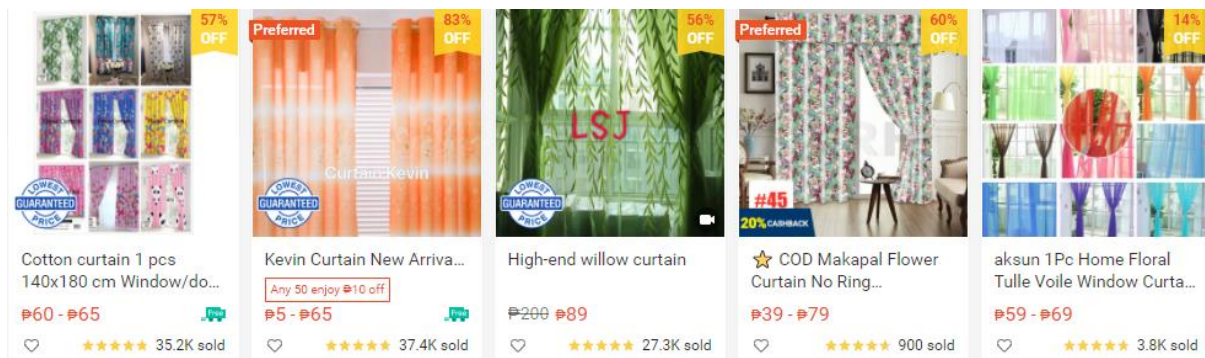
Dress 连身裙

- 目标价: ₱50 - ₱960



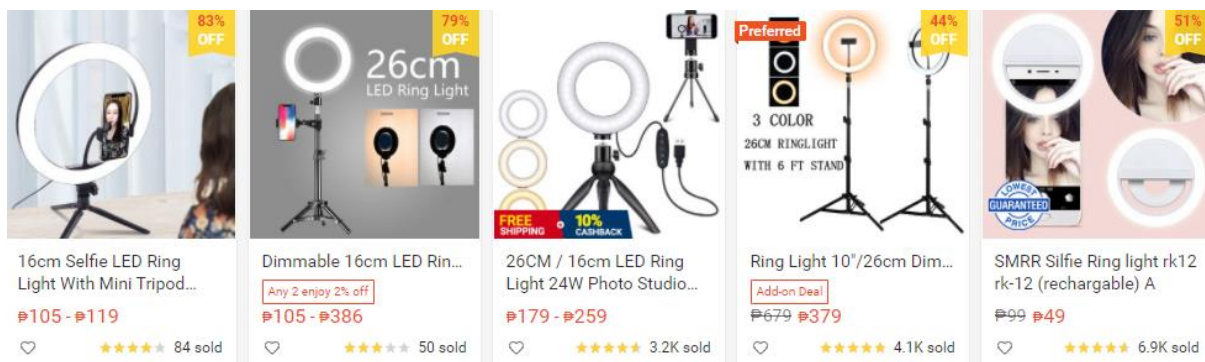
Curtain 窗帘

- 目标价: ₱5 - ₱89



Ring Light 网红灯

- 目标价: ₱49 - ₱386

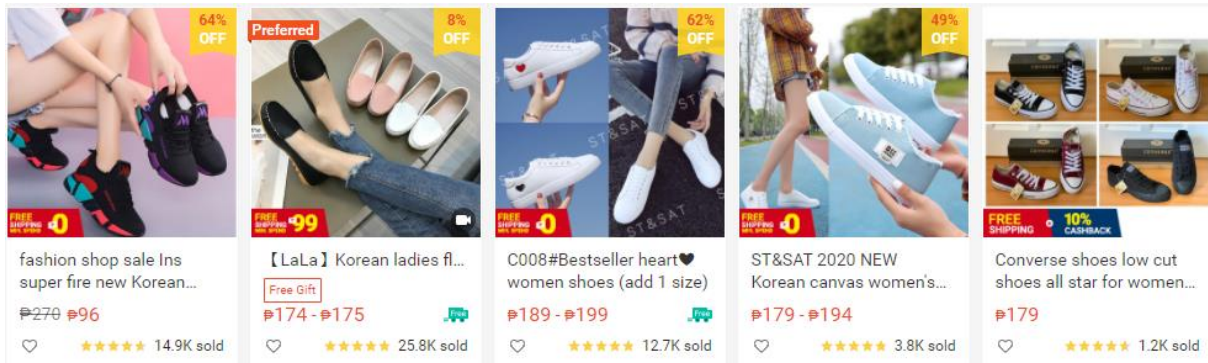


关键字产品分享

Top Keywords Products

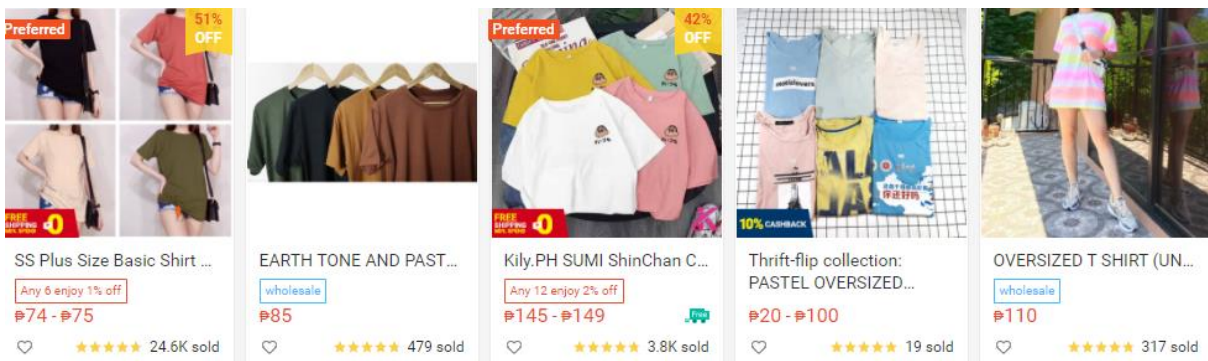
Shoes 鞋子

- 目标价: ₱96 – ₱199



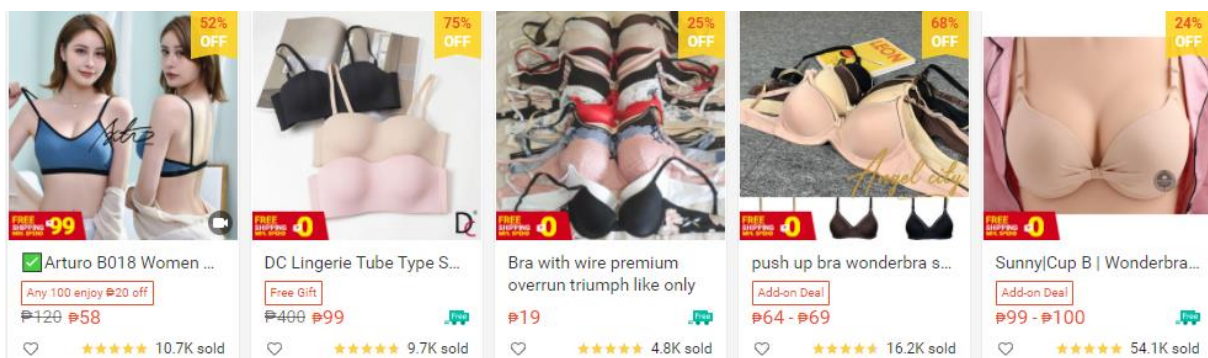
Oversized Shirt 超大衬衫

- 目标价: ₱20 - ₱149











Bra 文胸

- 目标价: ₱19 - ₱100









10.10 热卖P9 产品

10.10 Top Peso 9 Products

| | | | |
|--|---|---|---|
|  <p>单色袜</p> |  <p>动物大头气球</p> |  <p>口罩挂钩扣</p> |  <p>无线耳机</p> |
|  <p>快充线</p> |  <p>有线耳机</p> |  <p>除黑头贴</p> |  <p>棉质内裤</p> |

冷门P9 产品

Bottom Peso 9 Products

| | | | |
|--|---|---|--|
|  <p>儿童LED发光戒子</p> |  <p>OTG转接器</p> |  <p>指甲贴</p> |  <p>美妆蛋</p> |
|  <p>魔术水珠</p> |  <p>面膜</p> |  <p>公主系列指甲贴</p> |  <p>盆栽</p> |

跨境闪购热卖产品 CB CFS Top Products

Lifestyle

| | |
|---|---|
| <p>壁纸</p>  <p>FREE SHIPPING 10% CASHBACK</p> | <p>50 色水彩套装</p>  <p>50 COLORS WATERCOLOR SET</p> <ul style="list-style-type: none"> • 1 SET 50 colors You-see-You Watercolor • 1 PCS Palette • 1 PCS Painting Brush • 1 PCS Washing Brush Pen • 1 PCS Paper • 1 PCS Detailed Painting Brush • 1 PCS Gift Box |
| ₱23 | ₱475 |

| | | |
|--|---|---|
| <p>袜子</p>  <p>FREE SHIPPING 10% CASHBACK</p> | <p>3D 镜子壁钟</p>  <p>FREE SHIPPING 10% CASHBACK 499</p> | <p>防紫外线袖套</p>  <p>FREE SHIPPING 10% CASHBACK</p> |
| ₱3 | ₱89 | ₱75 |

Electronics

| | | |
|--|---|--|
| <p>马卡龙色系有线耳机</p>  <p>U19 HiFi Headset</p> <p>FREE SHIPPING 10% CASHBACK</p> | <p>无线键盘滑鼠</p>  <p>Mobile phone tablet becomes computer</p> <ul style="list-style-type: none"> Bluetooth keyboard Bluetooth mouse Portable and compact | <p>无线滑鼠</p>  <p>FREE SHIPPING 10% CASHBACK</p> |
| ₱38 | ₱450 | ₱61 |

| | | |
|--|---|--|
| <p>记忆卡</p>  <p>FREE SHIPPING 10% CASHBACK</p> | <p>USB 转 Type-C 适配器</p>  <p>FREE SHIPPING 10% CASHBACK</p> | <p>马卡龙色系蓝牙耳机</p>  <p>Bluetooth 5.0 Touch Control</p> <ul style="list-style-type: none"> * Android Phone * iPhone * Computer |
| ₱8 | ₱2 | ₱170 |

跨境闪购热卖产品 CB CFS Top Products

Health & Beauty

| | |
|---|---|
| <p>面部水母清洁器</p>  <p>FREE SHIPPING 10% CASHBACK</p> <p>₱8</p> | <p>睫毛膏</p> <p>O.TWO.O OFFICIAL STORE</p>  <p>₱48</p> |
| <p>指甲贴</p>  <p>Baeong Store Fake Nails</p> <p>READY STOCK - COD</p> <p>₱38</p> | <p>祛疤膏</p> <p>LANBENA</p>  <p>FREE SHIPPING 10% CASHBACK</p> <p>₱97</p> |

TKB

| | |
|--|--|
| <p>竹炭布尿布 + 尿垫</p>  <p>9.9 FREE SHIPPING 10% CASHBACK</p> <p>₱188</p> | <p>奶瓶奶嘴</p>  <p>FREE SHIPPING 10% CASHBACK</p> <p>₱16</p> |
| <p>Haikyuu 外套</p>  <p>₱471</p> | <p>可洗卫生巾</p> <p>simfamily</p>  <p>FREE SHIPPING 10% CASHBACK</p> <p>₱48</p> |

跨境闪购热卖产品 CB CFS Top Products

Fashion

| 棉质内裤 | 无缝隙内裤 | 防辐射眼镜 |
|---|---|---|
|  |  |  |
| FREE SHIPPING 10% CASHBACK | FREE SHIPPING 10% CASHBACK | FREE SHIPPING 10% CASHBACK |
| ₱7 | ₱7 | ₱26 |

| 珍珠金属发夹 | 发带 |
|--|---|
|  |  |
| FREE SHIPPING 10% CASHBACK | FREE SHIPPING 10% CASHBACK |
| ₱7 | ₱18 |

本地闪购热卖产品 Local CFS Top Products

Health & Beauty

| | | |
|--|---|---|
| 三层口罩  ₱42 | 防护面罩  ₱7 | 玉瘦脸器  ₱18 |
| 面膜  ₱4 | 绿茶籽精华液  ₱6 | 脚膜  ₱17 |

TKB

| | | |
|---|--|--|
| 纸巾  ₱10 | 儿童套装  ₱47 | 短袖长裤睡衣  ₱57 |
| 长睡裤  ₱23 | 短袖连身衣 more designs randomly given  ₱34 | 儿童内裤  ₱7 |

本地闪购热卖产品 Local CFS Top Products

Lifestyle

| | | |
|--|---|--|
| 收据单  FREE SHIPPING 99 | 可洗口罩  NEW FIT | 可洗彩色笔  FREE SHIPPING 10% CASHBACK |
| ₱6 | ₱8 | ₱5 |

| | | |
|--|---|--|
| 窗帘  FREE SHIPPING 99 | 防护面罩  OIL SPLASH MASK PREVENT COOKING OIL FUMES FROM SPLASHING ON THE FACE LENS DOUBLE SIDE ANTI-FOG KEEP CLEAR VISION FREE SHIPPING 99 | LED 灯+风扇  EASON |
| ₱73 | ₱6 | ₱70 |

Fashion

| | | |
|--|---|--|
| 无钢丝文胸  RHIAN | 运动裤  FREE SHIPPING 0 | 单色短裤  FREE SHIPPING 0 |
| ₱35 | ₱76 | ₱46 |

| | | |
|--|--|--|
| 染色短裤  FREE SHIPPING 0 | 无缝隙内裤  RHIAN | 睡裙  FREE SHIPPING 0 |
| ₱28 | ₱28 | ₱38 |

准则公告 Code Announcement

Removal of High Value Counterfeit Items

CB 卖家不能上传并需删除高价值仿冒品与情趣用品

例如：Gucci, LV, Nike, Michael Kors, Yves Saint Laurent, Chanel, Champion, Coach, Air Jordan

如果被发现，相关的产品会被：

- 1st: 删除产品

Announcement

**Removal of High Value Counterfeit Items
(Cross border Sellers)**

Due to logistics concerns, we will remove selected brands for high value counterfeit items for cross border sellers.

Specific Brands:
Gucci, Louis Vuitton, Nike, Michael Kors, Yves Saint Laurent
Chanel, Champion, Coach



Reason Code:
Prohibited Listing
Action: Delete



2020-074 As of 07/01/2020

Updated Action & Reason Code

上传指南更改了一些条例，可参考图片中更新了的条例

- 网站/社交媒体链接/联系信息
- 图像不当的非成人玩具
- 图片不当的成人玩具

Announcement

| Previous Action & Reason Code | Updated Action & Reason Code |
|--|--|
| Action: 1st: Ban 2nd: Delete Reason Code: Watermark On Image | Action: 1st: Ban 2nd: Delete Reason Code: Website/Social Media Links/Contact Information in Listing |
| Action: 1st: Ban 2nd: Delete Reason Code: Website/Social Media Links | Action: 1st: Ban 2nd: Delete Reason Code: Non-adult toys with inappropriate images |
| Action: 1st: Ban 2nd: Delete Reason Code: Sexually Explicit Content In The Picture(S) | Action: 1st: Ban 2nd: Delete Reason Code: Adult toys with inappropriate images |

2020-079 - As of 07/06/2020

| Previous Action & Reason Code | Updated Action & Reason Code |
|--|--|
| Action: 1st: Ban 2nd: Delete Reason Code: Intellectual Property Rights Infringement - Use of Copyrighted Material | Action: 1st: Ban 2nd: Delete Reason Code: Use of Copyrighted Material - Intellectual Property Rights Infringement |
| Action: 1st: Ban 2nd: Delete Reason Code: Intellectual Property Rights Infringement - Counterfeit Item | Action: 1st: Ban 2nd: Delete Reason Code: Counterfeit Item - Intellectual Property Rights Infringement |
| Action: 1st: Ban 2nd: Delete Reason Code: Photo Grabbed From Other Sellers | Action: 1st: Ban 2nd: Delete Reason Code: Photo Grabbed from Shopee Website |

2020-079 - As of 07/06/2020

准则公告 Code Announcement

Additional Prohibited Item

CB 卖家不能卖植物与种子

- 1st: 停止销售（无惩罚）
- 2nd: 删除产品（相应惩罚）

Additional Prohibited Item
✕

Cross-border Prohibited Listing

Plants and seeds are now part of our CB prohibited item list.

Reason Code: Prohibited Listing
Action: Delete







2020-099 As of 10/01/2020

CB 卖家不能卖任何枪支模型，钥匙扣等等

- 1st: 停止销售（无惩罚）
- 2nd: 删除产品（相应惩罚）

Gun Pendant/Gun Keychain/Action Figure with Gun are also part of CB Prohibited Listing

Reason Code: Prohibited Listing
Action: Delete

2020-099 As of 10/01/2020

准则公告

Code Announcement

CB 卖家不能上传任何对肯尼亚总统带有冒犯或侮辱性的产品如面具

- 1st: 停止销售（无惩罚）
- 2nd: 删除产品（相应惩罚）

Additional Prohibited Item
X

Highly Offensive Listing for Kenya President

We will remove all Highly Offensive Listing for Kenya President and other merchandise such as mask on our platform under Prohibited Listing.

Reason Code: Prohibited Listing
Action: Delete




2020-093 As of 09/07/2020

电子烟及相关配件是禁止销售的产品

如果被发现，相关的产品会被：

- 1st: 停止销售（无惩罚）
- 2nd: 删除产品（相应惩罚）

E-Cigarettes and Accessories
(Crossborder)

As per Bureau of Customs the importing of **E - Cigarettes** and **Accessories** for **Crossborder** sellers is now considered as a prohibited listing.

Reason Code: Prohibited Listing
Action: Delete




准则公告

Code Announcement


CB 卖家不能上传任何跟朝鲜相关的产品，被发现会被平台禁止然后删除

Additional Prohibited Item


✕

North Korea's Politically Sensitive Items

We will remove all North Korea's politically sensitive items and merchandise on our platform under Prohibited Listing.



Reason Code: Prohibited Listing
Action: Delete



CB 卖家不能够出售枪支/玩具枪/枪支模型以及任何其他相关配件（例如子弹），会被平台禁止然后删除

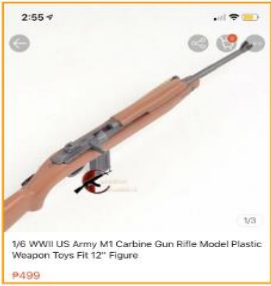
Additional Prohibited Items

✕


Cross-border Toy Guns

All Cross-border sellers are prohibited to sell guns/toy guns/gun models and any other related accessories (such as bullets)

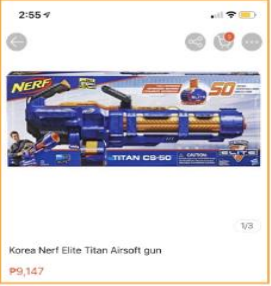
Reason Code: Prohibited Listing
Action: Delete



1/6 WW2 US Army M1 Carbine Gun Rifle Model Plastic Weapon Toys Fit 12" Figure
P499



Nerf N-Strike Elite Delta Trooper GT/OT (BRAND NEW) On HAND
P1,500



Korea Nerf Elite Titan Airsoft gun
P9,147

2020-059 - As of 05/07/2020

16

准则公告 Code Announcement

在菲律宾的特殊法律下，政府/警察/军队的制服和其他相关物品，例如徽章/勋章都禁止售卖
如果被发现，相关的产品会被：

1st: 停止销售（无惩罚）

2nd: 删除产品（相应惩罚）

Guidelines Reminder:

(Government, Police or Military uniforms and other related items such as badges, insignia etc.)

Reminding everyone that Government, Police or Military uniforms and other related items (such as badges, insignia, etc.) are part of our prohibited listing under special law of the Philippines.

Action: Delete

Reason Code: Prohibited Listing



As of 05/22/2020

Suspend-Delete Listing

依据菲律宾当地政策，移动信号增强器和对讲机的销售需要相关证书。

如果没有提供相关证书，相关的产品会被：

1st: 停止销售（无惩罚）

2nd: 删除产品（相应惩罚）

Mobile Signal Booster and Two-Way Radio
 (Insufficient Information Provided According To Local Regulations)

We will Suspend-Delete the listing under "Insufficient Information Provided According To Local Regulations" if the seller did not provide:

- Certificate of Type Acceptance** for Radio Communications Equipment (RCE) for GSM/mobile signal boosters
- NTC Accreditation Permit** for Traders (NTC Permit Number) for Two-way Radio

1st Action: Suspend
2nd Action: Delete

Reason Code: Insufficient Information Provided According To Local Regulations



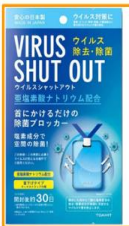
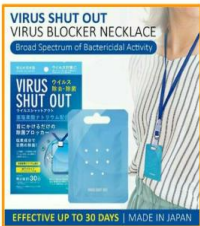





准则公告 Code Announcement

根据 FDA 的规定，禁止购买和使用具有误导性的降低 COVID-19 感染的风险的消毒剂/杀菌剂产品，产品无有效证据证明它有防病毒效果。

如果被发现，相关的产品会被：

- 1st: 停止销售（无惩罚）
- 2nd: 删除产品（相应惩罚）

| Additional Prohibited Item  | Additional Prohibited Items  |
|--|---|
| <p style="text-align: center;">Virus Shut Out</p> <p>We will remove Virus Shut Out listings on our platform. The FDA warned us regarding this unregistered product with claims under Republic Act 9711.</p> <p>Reason Code: Prohibited Listing Action: Delete</p> <div style="display: flex; justify-content: space-around;">   </div> <p style="text-align: right; font-size: small;">2020-061 - As of 05/16/2020</p> | <p style="text-align: center;">SDS Blocker</p> <p>Public health warning against the purchase and use of SDS Blocker product with misleading health claims that decrease the risk for Coronavirus Disease (COVID-19) infection. (FDA Advisory No. 2020-852)</p> <p>Reason Code: Prohibited Listing Action: Delete</p> <div style="display: flex; justify-content: space-around;">   </div> <p style="text-align: right; font-size: small;">2020-064 - As of 05/26/2020</p> |

N88 & N95 Masks

N88/N95 口罩的销售定价不得超过 DTI 规定的最高的原价（每件 N88 口罩建议售价为 PHP8, N95 口罩建议售价为 PHP105）。


如果卖家价格超过规定的原价，相关的产品会被：

- 1st: 停止销售（无惩罚）
- 2nd: 删除产品（相应惩罚）

[Profiteering]
(Additional Reason Code)


We received a request from DTI Undersecretary to remove N95 and N88 listings of sellers who don't comply with DTI's price ranges.

We will remove listings with price above maximum SRP:



N88 - PHP 8.00 per piece/mask
N95 - PHP 105.00 per piece/mask

Reason Code: Profiteering
Action: Ban > Delete



2020-012 As of 02/07/2020

准则公告 Code Announcement

CB 卖家上传面罩，原价必须在 P26-P50 之间

- 1st: 停止销售（无惩罚）
- 2nd: 删除产品（相应惩罚）

Announcement

**Additional Item for Profiteering
Face Shield (Non-medical grade face shield for community use)**

DOH Memorandum No. 2020-0345 issued by the Department of Health on August 10, 2020
Below is the technical specifications of the Face Shield and its corresponding Suggested Retail Price (SRP):

| Product | SRP (Php) |
|---|---------------|
| Face shield (Non-medical grade face shield for community use) Specifications: Clear plastic or acetate material, provides good visibility, fog resistant, adjustable band to attach firmly around the head, fit snugly against the forehead, full face coverage (completely cover the sides and length of the face), made of robust material that can be easily cleaned and disinfected, disposable or reusable. | 26.00 - 50.00 |

Note: Eye shield is not included

Reason Code: Profiteering
1st Action: Ban
2nd Action: Delete

2020-085 As of 08/14/2020

Infringement

关于侵权的问题，卖家需要删掉没有经过品牌授权的产品。例如，Nike 和 Adidas 的假鞋以及假的内存卡等。涉及侵权的产品将先被禁止并且卖家需要在七天内进行删除。否则，七天后系统会自行删除并扣分。

[New Reason Code]

(Intellectual Property Rights Infringement - Use of Copyrighted Material)

Listings containing any breach of Intellectual Property Rights (IPR) without proper permission from IPR owners are not allowed. This reason code gives sellers the chance to replace/remove the copyrighted material.

Reason Code:
Intellectual Property Rights Infringement - Use of Copyrighted Material

Action:

1st: Ban

2nd: If seller removes copyrighted material, PASS.
If seller keeps copyrighted material, DELETE

Note: System deletion after 7 days if no changes are made

2020-016 As of 02/14/2020

准则公告 Code Announcement

Change of Action - Authenticity Issue (Official shop), Authenticity Issue (Preferred Seller), Sexually Explicit Images in the Picture(S)

Official shop 以及 preferred seller，出现假货时，如果卖家在七天内没有修改或删除假冒商品，会被自动删除。

含有色情图片的 listing，会给卖家替换图片的机会，如果没有修改，会被删除。

需要注意的是，CB 卖家是不允许卖成人用品的，所以主要针对内衣内裤，卖家需要把过于暴露的图片替换掉，否则会被删除

Change of Action

(From Delete to Ban-Delete)

Action for the Reason Codes below will be **changed**
from Delete
To
1st Action: **Ban**
2nd Action: **Delete**

| No. | Reason Code | Remarks |
|-----|--|---|
| 1 | Authenticity Issue - Official Shop | To give sellers time to delete or dispute suspicious counterfeit listings. With auto deletion after 7 days. |
| 2 | Authenticity Issue - Preferred Seller | |
| 3 | Sexually Explicit Images In The Picture(S) | To give sellers a chance to edit their category or replace their images to sell their product. |

2020-021 - As of 03/02/2020

Additional Item for Profiteering

根据健康部门的规定，血氧仪的价格不得超过 P1000
价格高于 P1,000 的血氧仪被视为暴利，会被平台禁止然后删除

Announcement

Additional Item for Profiteering
Pulse Oximeters

Pulse Oximeter with the price higher than P1,000.00 is considered as Profiteering.
Issued by the Department of Health (DOH) as of March 23, 2020, on Price Freeze of Essential Emergency Medicines and Medical Devices due to the COVID-19 Health Event.



Reason Code: Profiteering
1st Action: Ban
2nd Action: Delete



2020-055 As of 04/17/2020

准则公告 Code Announcement

Additional Reason Codes

卖家需要保证图片与产品详情匹配，标签错误或包装不当的 listing，如果 CB 卖家没有删除或替换掉无关的图片，先被禁止再删除。

关于 Mall listing: 封面图片中的上图像或文本不能重叠，需要在正确的位置，且是完整的图片，不能是裁剪过的。如果违反了以上 mall listing，卖家会有两次机会修改，同样是先被禁止再删除

| Announcement | | | Additional Reason Codes | | |
|--|---|--|---|--|---------------------------------------|
| Additional Reason Codes | | | Additional Reason Codes | | |
| Reason Code | Description | Action | Reason Code | Description | Action |
| Irrelevant Images | An image does not match with product listing detail. The seller needs to remove or replace the image to list item successfully. Type of Seller: CB, Normal, Preferred | 1st Action: Ban 2nd Action: Delete | Specific Brand - Prohibited Listing | Listings which are prohibited based on general listing guidelines. (Such as FDA Warning, Specific Brands under Prohibited Listing) Please check the Prohibited Listing for more details: https://seller.shopee.ph/edu/article/698 | Delete |
| Graphics concerns in Cover Image (Mall) | Graphics/texts are overlapping/not in correct location/cropped on the product in the cover image. | 1st Action: Ban 2nd Action: Ban 3rd Action: Delete | Mislabelled Goods or Improper Packaging | Listing has improper packaging or no label in the product stated. Please upload at least three actual product images. | 1st Action: Ban 2nd Action: Delete |
| First 3 images must be the actual product (Mall) | Cover image must be the product only. 2nd and 3rd images must contain the actual product. | 1st Action: Ban 2nd Action: Ban 3rd Action: Delete | | | |
| 2020-049 As of 04/06/2020 | | | 2020-079 - As of 07/06/2020 | | |

Prohibited listing – Product name, description, image & variation to be in English

Listing 允许使用菲律宾语，但是 Product Name, Description, Image and Variation 必须是英语。视频、variation image 与其他图片也推荐使用英语。

其中 cover image 只能包含英语，如果有任何外语字/汉字，listing 会被平台禁止并删除。

| Announcement | |
|--|--|
| <p>[Allowing Filipino Words] (Product name, description, image and variation should be in English)</p> | |
| <p>Filipino words for listings are now allowed. For better search engine results and category recommendations we still prefer English language.</p> <p>For your reference regarding the reason code Product name, description, image and variation should be in English</p> <div> <p>Cover image - We will Suspend/Delete the listing if the cover image of the product contains ANY other Foreign/Chinese characters.</p> <p>Other images - If contains Foreign/Chinese characters, we will be passive.</p> <p>We will PASS the listing if the cover image, title, description and variation do not have Foreign/Chinese characters.</p> <p>Videos and variation images will also be counted as "other images"</p> <p>Clarification - If the physical product has a foreign/chinese character, we are passive.</p> </div> | |
| 2020-064 As of 05/21/2020 | |