



菲律宾市场周报

07-13



内容

站点公告	2
疫情须知	3
热搜关键词 上周热搜类别	4
关键词产品分享	5
热卖P9 产品 & 冷门P9 产品	8
跨境闪购热卖产品	9
本地闪购热卖产品	12
准则公告	14
附录	21

站点公告

July Schedule Calendar 七月活动表

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
6/29	6/30	7/1	7/2	7/3	7/4	7/5
		7.7 Fashion Sale	7.7 Nivea SBD	7.7 Electronics Sale	7.7 Kids & Babies Sale	7.7 Games Day
		Mobiles & Gadgets	Health & Beauty		STM	Home & Living
		FS0 on FSS Fashion FS99 on FSS	FS0 on FSS Health & Personal Care FS99 on FSS	FS0 on FSS Electronics FS99 on FSS	FS0 on FSS TKB FS99 on FSS	FS99 on FSS
		FS0 on FSS Flash BAU 500	FS0 on ShopeePay BAU 500	BAU 500	BAU 500	FS0 on P9 Sunday BAU 500
7/6	7/7	7/8	7/9	7/10	7/11	7/12
7.7 Vouchers Day	7.7 Free Shipping Fiesta	#NewNormal at Home	#NewNormal Fitness	#NewNormal Mobility		#NewNormal Beauty
Home & Living	Home & Living					
FS99 on FSS	FS0 on FSS					
BAU 500	TBC	BAU FS199 on FSS	BAU FS199 on FSS	BAU FS199 on FSS	BAU FS199 on FSS	BAU FS199 on FSS
7/13	7/14	7/15	7/16	7/17	7/18	7/19
#NewNormal Tech		Payday Sale		#NewNormal Fashion		
		12MN-2AM: FS0 Sitewide	12MN-2AM: FS0 Sitewide			
BAU FS199 on FSS	BAU FS199 on FSS	TBC	TBC	BAU FS199 on FSS	BAU FS199 on FSS	BAU FS199 on FSS
7/20	7/21	7/22	7/23	7/24	7/25	7/26
#NewNormal Fashion		#NewNormal Health	8.8 Prehype Start			
BAU FS199 on FSS	BAU FS199 on FSS	BAU FS199 on FSS				

疫情须知

- 跟疫情相关的产品，卖家需要严格遵守价格规定
- 跨境卖家也不可以运含有酒精的产品

ANNEX 1: SUGGESTED RETAIL PRICE ON EMERGENCY MEDICINES AND MEDICAL DEVICES			
	Medicines	LOWEST (Php)	HIGHEST (Php)
Medical Devices			
1	N95		152.00
2	Disposable Face Mask		28.00
3	Nebulizer		3,980.00
4	Neb Kit: Adult		120.00
5	Neb Kit: Pedia		142.00
6	Oxygen Cannula: Adult		60.00
7	Oxygen Cannula: Pedia		53.00
8	Oxygen Cannula: Neonatal		50.00
9	Ethyl Alcohol 70% Solution 60mL		25.50
10	Ethyl Alcohol 70% Solution 250mL		47.25
11	Ethyl Alcohol 70% Solution 500mL (Flip top bottle)		92.00
12	Ethyl Alcohol 70% Solution 500mL (Pump)		107.00
13	Ethyl Alcohol 70% Solution 1L (Flip top bottle)		184.00
14	Ethyl Alcohol 70% Solution 1L (Pump)		190.00
15	Ethyl Alcohol 70% Solution 2L		368.00
16	Ethyl Alcohol 70% Solution 3L		552.00
17	Ethyl Alcohol 70% Solution 1 Gallon		650.00
18	Isopropyl Alcohol 70% Solution 75mL		22.25
19	Isopropyl Alcohol 70% Solution 150mL		36.50
20	Isopropyl Alcohol 70% Solution 250mL		50.20
21	Isopropyl Alcohol 70% Solution 330mL		82.50
22	Isopropyl Alcohol 70% Solution 500mL (Flip top bottle)		99.75
23	Isopropyl Alcohol 70% Solution 500mL (Pump)		111.50
24	Isopropyl Alcohol 70% Solution 1L (Flip top bottle)		137.50
25	Isopropyl Alcohol 70% Solution 1L (Pump)		193.80
26	Isopropyl Alcohol 70% Solution 2L		275.00
27	Isopropyl Alcohol 70% Solution 3L		412.50
28	Isopropyl Alcohol 70% Solution 1 Gallon		607.00
29	Sterile Gloves 25 Pairs/Box (Size 6.5, 7, 7.5, 8)		450.00
30	Sterile Gloves Per Pair (Size 6.5, 7, 7.5, 8)		21.00
31	Cover All Gown (Hazmat)		1,200.00
32	Shoe Cover		10.50
33	Safety Goggles		180.00
34	Surgical cap (disposable, 100 pcs/pack)		250.00
35	Gown, Sterile Disposable		350.00
36	Gown, Non -sterile		250.00
37	Oxygen tanks, 5 lbs		3,400.00
38	Oxygen tanks, 15 lbs		5,000.00
39	Pulse oximeters, pedia		2,500.00
40	Pulse oximeters, adult		2,000.00
41	Infrared Non-Contact Thermometer (for the head)		4,500.00
** Alcohol can be computed per volume (i.e for 5 Gallons Ethyl- Php 650 per gallon x 5 = Php 3,250.00)			
** Please be reminded to check or verify if the products are approved by the Food and Drug Administration (FDA) (as per FDA Advisory No. 2020-451-A)			
		PROCUREMENT PRICES	
		LOWEST	HIGHEST
38	Ventilators	800,000.00	3,200,000.00

- 排名不分先后

关键词	中文
Face Shield	防护面罩
Facemask	面罩
Crop Top	短衬衫
Dress	连衣裙
Face Mask	面罩
Shorts	短裤
Curtain	窗帘
Sling Bag	斜肩包
Bra	内衣
Oppo Case	Oppo手机壳
Mask	口罩
Shorts Women	女性短裤
iPhone Case	iPhone手机壳
Bag	包包
Room Decor	房间装饰
Realme	真我
Shoes	鞋子
iPhone	iPhone
Wallpaper	壁纸
Ring Light	网红灯

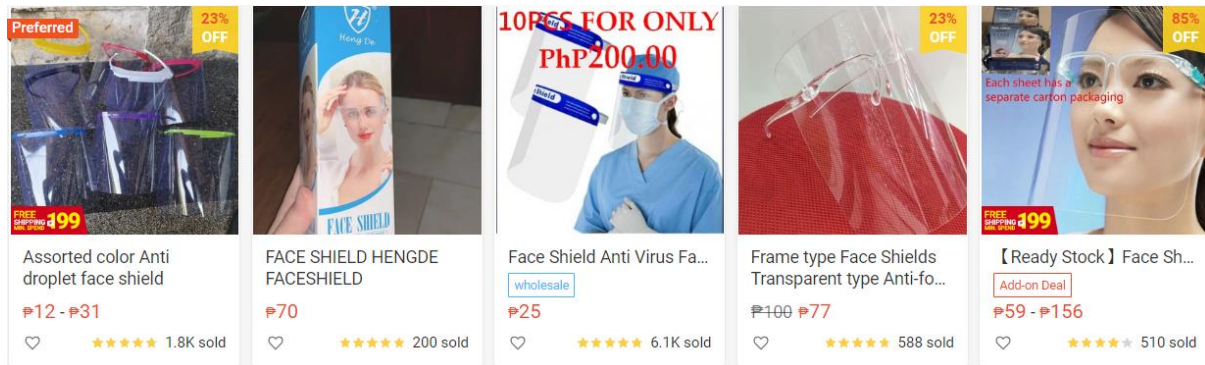
中文翻译	Top Category
手机与配件	Mobiles & Gadgets
体育与旅行	Sports & Travel
居家生活	Home & Living
婴儿与儿童	Babies & Kids
手机配件	Mobile Accessories
爱好与文具	Hobbies & Stationery
笔记本与电脑	Laptops & Computers
健康与个人护理	Health & Personal Care
男士服装	Men's Apparel
女士服装	Women's Apparel

关键词产品分享

Top Keywords Products

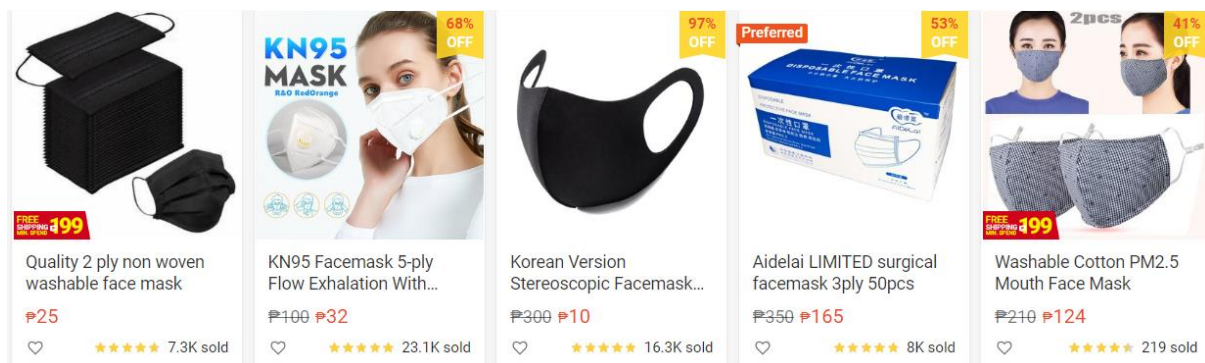
Face Shield 面罩

- 目标价: ₱12 - ₱156



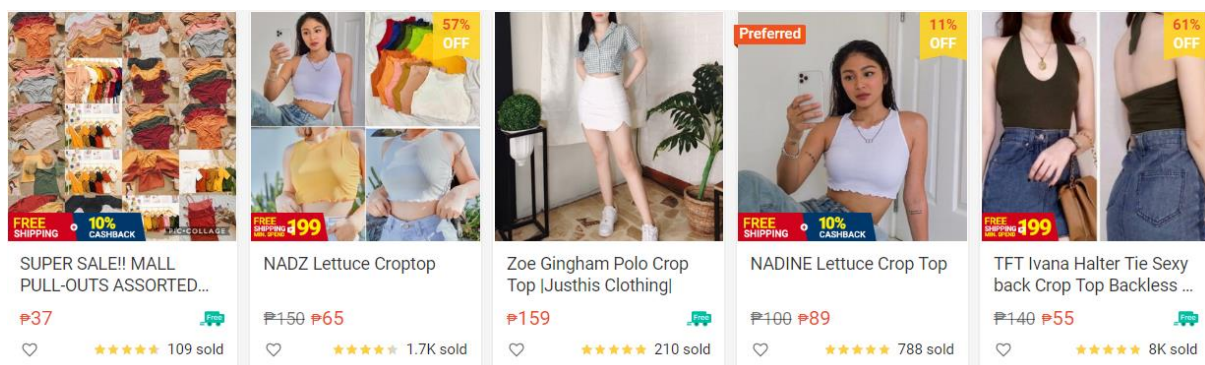
Facemask 面罩

- 目标价: ₱10 - ₱165



Crop Top 短衬衫

- 目标价: ₱37 - ₱159

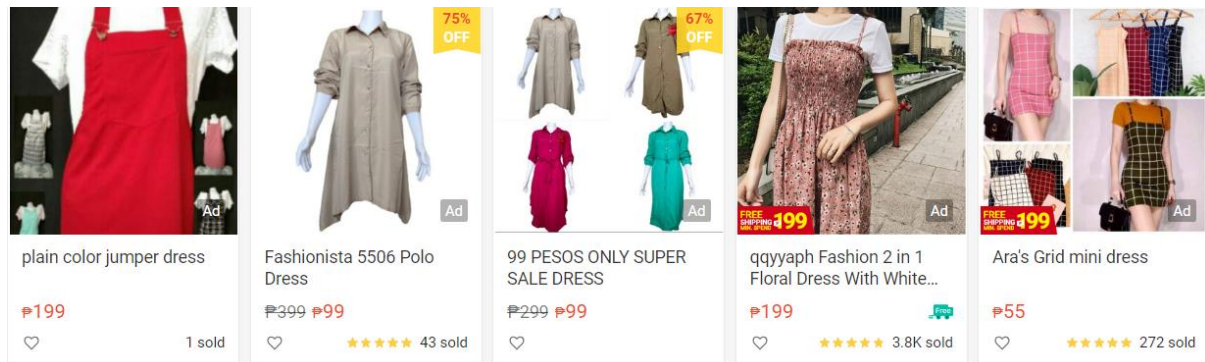


关键字产品分享

Top Keywords Products

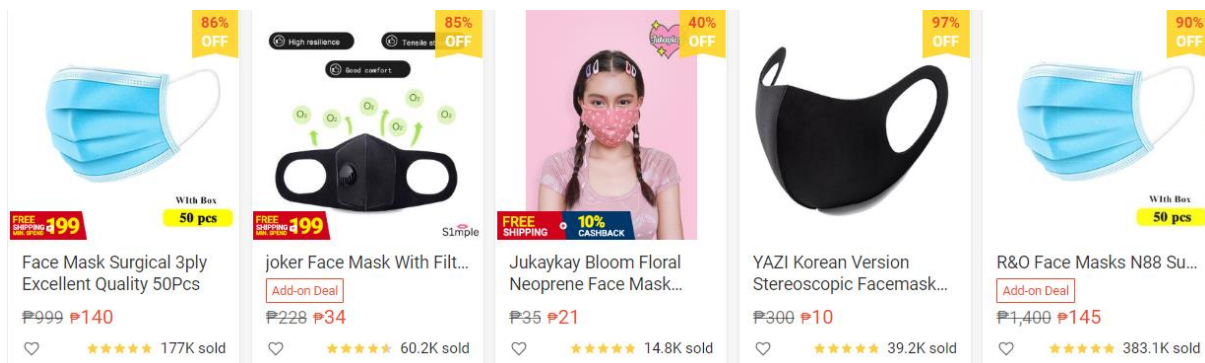
Dress 连身裙

- 目标价: ₱55 - ₱199



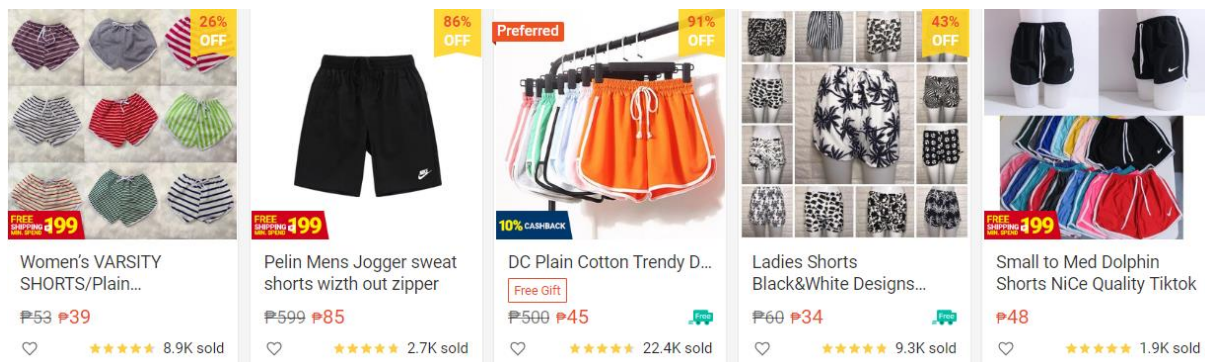
Face Mask 面罩

- 目标价: ₱10 - ₱145



Shorts 短裤

- 目标价: ₱34 - ₱85

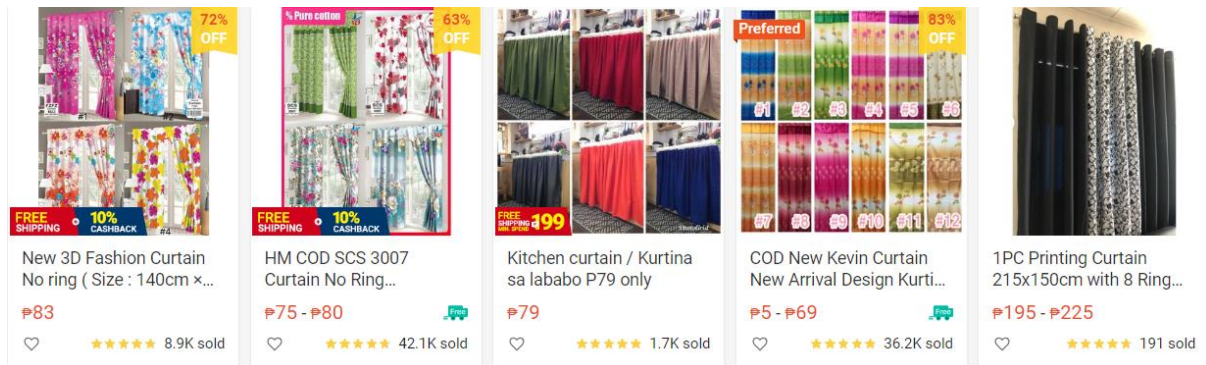


关键字产品分享

Top Keywords Products

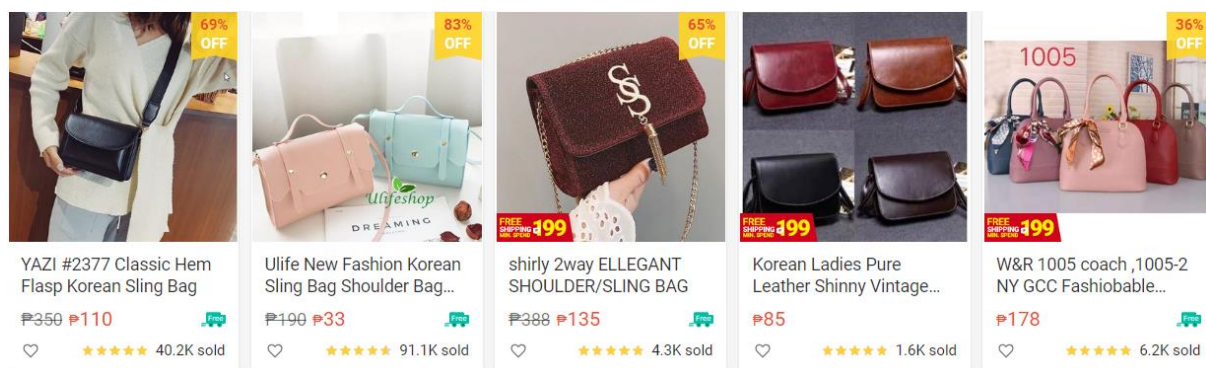
Curtain 窗帘

- 目标价: ₱5 – ₱225



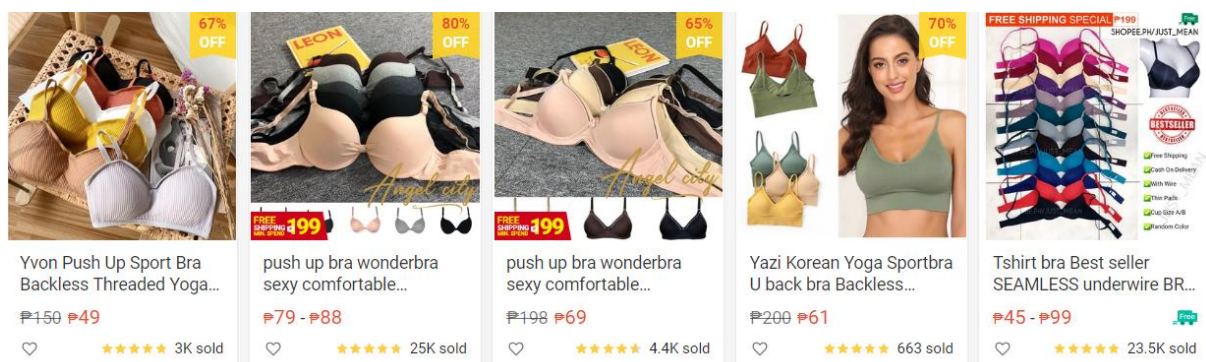
Sling Bag 斜肩包

- 目标价: ₱33 - ₱178



Bra 内衣

- 目标价: ₱45 - ₱99









热卖P9 产品

Top Peso 9 Products

 <p>7.7 FREE SHIPPING 199</p> <p>除毛贴</p>	 <p>GLASS For iPhone series</p> <p>7.7 FREE SHIPPING 199</p> <p>iPhone防爆膜</p>	 <p>6pcs</p> <p>7.7 FREE SHIPPING 199</p> <p>防蚊贴</p>	 <p>7.7 FREE SHIPPING 199</p> <p>珍珠耳钉</p>	 <p>7.7 FREE SHIPPING 199</p> <p>双面胶</p>
 <p>7.7 FREE SHIPPING 199</p> <p>蝴蝶结发带</p>	 <p>COD COMBO DEALS, GET 1 FREE</p> <p>7.7 FREE SHIPPING 199</p> <p>眼膜</p>	 <p>7.7 FREE SHIPPING 199</p> <p>数字气球</p>	 <p>7.7 FREE SHIPPING 199</p> <p>珍珠水钻耳钉</p>	 <p>7.7 FREE SHIPPING 199</p> <p>360度吸盘手机架</p>

冷门P9 产品

Bottom Peso 9 Products

 <p>5/10/15/20pcs</p> <p>Zipper Pull Puller</p> <p>7.7 FREE SHIPPING 199</p> <p>链拉</p>	 <p>7.7 FREE SHIPPING 199</p> <p>耳夹</p>	 <p>7.7 FREE SHIPPING 199</p> <p>纹身贴</p>	 <p>7.7 FREE SHIPPING 199</p> <p>徽章</p>
 <p>FOREVER 90</p> <p>7.7 FREE SHIPPING 199</p> <p>充电线保护套</p>	 <p>Original</p> <p>Quick 50%</p> <p>7.7 10% CASHBACK</p> <p>充电线</p>	 <p>7.7 10% CASHBACK</p> <p>发夹</p>	 <p>FAKE TAXI</p> <p>7.7 FREE SHIPPING 199</p> <p>车贴</p>

跨境闪购热卖产品 CB CFS Top Products

Lifestyle

<p>水彩笔</p>  <p>7.7 FREE SHIPPING SALE P199</p> <p>₱8</p>	<p>面部喷雾器</p>  <p>₱99</p>	<p>LED 车灯</p>  <p>₱70</p>
---	---	--

<p>生日蛋糕装饰</p>  <p>7.7 FREE SHIPPING SALE P199</p> <p>₱5</p>	<p>磁性窗帘绑带</p>  <p>₱35</p>	<p>壁纸</p>  <p>7.7 FREE SHIPPING SALE P199 2019 New Style SALE</p> <p>₱33</p>
---	---	--

Electronics

<p>Micro 充电线</p>  <p>7.7 FREE SHIPPING SALE P235 P48</p> <p>₱53</p>	<p>加湿器</p>  <p>₱178</p>	<p>蓝牙耳机</p>  <p>₱125</p>
--	--	---

<p>电脑支架</p>  <p>₱389</p>	<p>网红灯</p>  <p>7.7 FREE SHIPPING SALE P199</p> <p>₱59</p>	<p>独角兽耳机</p>  <p>7.7 FREE SHIPPING SALE P199 Thick&Durable cable Ensuring a long term user</p> <p>₱297</p>
---	--	---

跨境闪购热卖产品 CB CFS Top Products

Makeup & Fragrances

<p>唇膏</p>  <p>AVAILABLE IN 6 SHADES</p> <p>7.7 FREE SHIPPING MAY 15-2023</p> <p>199</p>	<p>粉底液</p>  <p>12H</p> <p>7.7 FREE SHIPPING MAY 15-2023</p> <p>199</p>
<p>₱149</p>	<p>₱85</p>
<p>眼影盘</p>  <p>56% OFF</p> <p>7.7 FREE SHIPPING MAY 15-2023</p> <p>0</p>	<p>眉毛+眼线+睫毛组合</p>  <p>7.7 FREE SHIPPING MAY 15-2023</p> <p>199</p>
<p>₱499</p>	<p>₱175</p>

TKB

<p>竹炭布尿布</p>  <p>7.7 FREE SHIPPING MAY 15-2023</p> <p>0</p>	<p>奶瓶奶嘴</p>  <p>7.7 FREE SHIPPING MAY 15-2023</p> <p>0</p> <p>2PCS</p>
<p>₱188</p>	<p>₱49</p>
<p>可洗卫生巾</p>  <p>7.7 FREE SHIPPING MAY 15-2023</p> <p>0</p>	<p>磨牙玩具</p>  <p>7.7 FREE SHIPPING MAY 15-2023</p> <p>0</p>
<p>₱67</p>	<p>₱89</p>

跨境闪购热卖产品 CB CFS Top Products

Health & Personal Care

维生素 C 华液  7.7 FREE SHIPPING 199	除黑头面膜  7.7 FREE SHIPPING 0	测血糖器  7.7 FREE SHIPPING 199
₱99	₱5	₱229

除黑头贴  7.7 FREE SHIPPING 199	可充电皮肤清洁剂  7.7 10% CASHBACK
₱7	₱149

Fashion

女性内裤  7.7 FREE SHIPPING 199	内衣  7.7 FREE SHIPPING 199	防辐射眼镜  7.7 FREE SHIPPING 199
₱34	₱55	₱39

鞋带  7.7 FREE SHIPPING 199	发带  7.7 FREE SHIPPING 199	太阳镜  7.7 FREE SHIPPING 199
₱4	₱19	₱77

本地闪购热卖产品 Local CFS Top Products

Health & Personal Care

三层口罩  50 PCS FREE SHIPPING 199 STRUCTURE PROTECTION X3	洗面奶  200 mL FACE CLEANSER Sold Out	可洗口罩 
₱98	₱85	₱7

护肤液  250 mL WHITENING BODY LOTION Sold Out	保健品  FREE SHIPPING 199	去角质洗脸液  Face Scrub 10 oz
₱125	₱226	₱199

TKB

玩具球  FREE SHIPPING 199	连身衣  FREE SHIPPING 199	卡通牙刷  FREE SHIPPING 199
₱5	₱35	₱9

尿布  40 PCS NB UP TO 5KG DIAPERS FREE SHIPPING 199	布尿垫 	儿童袜  FREE SHIPPING 199
₱202	₱17	₱9

本地闪购热卖产品 Local CFS Top Products

Lifestyle

可洗口罩  <p>FREE SHIPPING 199</p>	抓老鼠贴  <p>FREE SHIPPING 199</p>	烧烤火锅锅  <p>2 in 1 FREE SHIPPING 199</p>
₱18	₱9	₱659

窗帘  <p>FREE SHIPPING 199</p>	雨伞  <p>FREE SHIPPING 10% CASHBACK</p>	可穿浴巾  <p>FREE SHIPPING 199</p>
₱32	₱75	₱49

Fashion

袜子  <p>FREE SHIPPING 199</p>	睡衣  <p>LOWEST GUARANTEED PRICE</p>	衬衫  <p>FREE SHIPPING 10% CASHBACK</p>
₱9	₱50	₱20

内衣  <p>32 to 36 AB non wire not padded FREE SHIPPING 199</p>	短裤  <p>FREE SHIPPING 199</p>	T 恤衫  <p>inspi FREE SHIPPING 10% CASHBACK</p>
₱77	₱57	₱41

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

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

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: Sexually Explicit Content In The Picture(S)	Action: 1st: Ban 2nd: Delete Reason Code: Non-adult toys with inappropriate images
Action: 1st: Ban 2nd: Delete Reason Code: Sexually Explicit Images 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

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



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）

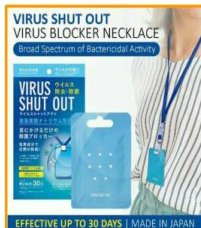
Additional Prohibited Item



Virus Shut Out

We will remove **Virus Shut Out** listings on our platform.
The FDA warned us regarding this unregistered product with claims under Republic Act 9711.

Reason Code: Prohibited Listing
Action: Delete



2020-061 - As of 05/16/2020

Additional Prohibited Items



SDS Blocker

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)

Reason Code: Prohibited Listing
Action: Delete



2020-064 - As of 05/26/2020

准则公告 Code Announcement

Additional Prohibited Items

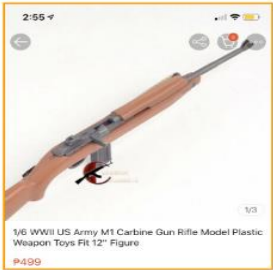
CB 卖家不能够出售枪支/玩具枪/枪支模型以及任何其他相关配件（例如子弹），会被平台禁止然后删除

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)

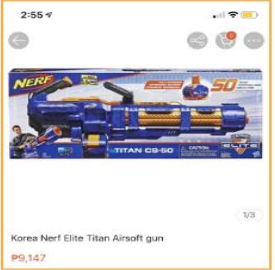
Reason Code: Prohibited Listing
Action: Delete



1/6 WWII US Army M1 Carbine Gun Rifle Model Plastic Weapon Toys 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

Prohibited Listing

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

准则公告 Code Announcement

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




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

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

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

准则公告 Code Announcement


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

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

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
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
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

Additional Reason Codes

Reason Code	Description	Action
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
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

2020-079 - As of 07/06/2020

准则公告 Code Announcement

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

[Allowing Filipino Words]
(Product name, description, image and variation should be in English)

Filipino words for listings are now **allowed**.
For better search engine results and category recommendations we still prefer English language.

For your reference regarding the reason code Product name, description, image and variation should be in English

Cover Image - We will Suspend/Delete the listing if the cover image of the product contains ANY other Foreign/Chinese characters.

Other images - if contains Foreign/Chinese characters, we will be passive.

We will PASS the listing if the cover image, title, description and variation do not have Foreign/Chinese characters.

Videos and variation images will also be counted as "other images"

Clarification - If the physical product has a foreign/chinese character, we are passive.

2020-064 As of 05/21/2020

1. 菲律宾常见手机型号分享

1. Redmi Note 7
2. Redmi 7
3. Realme 3
4. Pocophone
5. Honor 10 Lite
6. Huawei Y6 Pro
7. Huawei Y7 Pro

2. 菲律宾常见汽车摩托车型号分

摩托车

1. Yamaha NMAX
2. Yamaha Sniper 150 MXi
3. Yamaha Mio i 125
4. Honda CLICK 125i
5. Suzuki Raider R150
6. Yamaha Mio Soul i 125
7. Yamaha YZF – R6
8. Yamaha Mio
9. Yamaha Mio Sporty
10. Yamaha Mio Aerox 155

汽车

1. Toyota Vios
2. Mitsubishi Mirage
3. Toyota Innova
4. Toyota Fortuner
5. Toyota Wigo
6. Mitsubishi Montero
7. Toyota Hilux
8. Nissan Navara
9. Mitsubishi Xpander
10. Toyota Hi-ace

3. P199 免运活动 (FSS199)

菲律宾 P199 免运活动已开始接受报名。活动周期是每月 16 号到下个月 15 号。参加活动的店铺产品将获得 P199 免运（正常是 P500 免运）。活动期间所有订单需支付额外 5% 的佣金（取消和退货的订单除外）。

若您对活动感兴趣，请咨询客户经理报名参加。