



# 菲律宾市场周报

06-29



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## 站点公告

### June Schedule Calendar 六月活动表

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
6/8	6/9	6/10	6/11	6/12	6/13	6/14
Family Fair (TKB, GPC)		Fashion Fair		Independence Day Sale	EL	
FS199 on FSS	FS99 on HB FSS FS199 on FSS FS199 on Total HB	FS99 on HB FSS FS199 on FSS FS199 on Total HB	FS99 on HB FSS FS199 on FSS FS199 on Total HB	TBC	Father's Day Sale FS199 on FSS	Father's Day Sale FS199 on FSS
6/15	6/16	6/17	6/18	6/19	6/20	6/21
Payday Sale FS99 on FSS	Payday Sale FS99 on FSS	Electronics FS199 on FSS	The Great Mid-Year Sale (CB)   June 18 - 20		Family Fair (TKB, GPC)	
12MN - 2AM: FS0 Sitewide Contingency Activated! Preloaded FS0 FSV on SPP & SHP (12MN-3PM only)	12MN - 2AM: FS0 Sitewide		FS0 on CB FSS shops FS0 on CB ShopeePay - all CB Shops			
Mega Price Drop P299 and below   All at 90% off				Shopee Live Mega Festival		
6/22	6/23	6/24	6/25	6/26	6/27	6/28
7.7 Fitness Sale	7.7 Home Sale	7.7 Garnier & Maybelline SBD	7.7 ShopeePay Day	7.7 Health & Beauty Sale	7.7 Real Me SBD	7.7 Groceries Sale
Fashion			TKB		Groceries	Consumer Electronics
FS0 on FSS STM FS99 on FSS BAU 500	FS0 on FSS HLA FS99 on FSS BAU 500	FS0 on FSS Health & Personal Care FS99 on FSS FS0 on FSS Flash BAU 500	FS99 on FSS FS0 on ShopeePay BAU 500	FS0 on FSS Health & Beauty FS99 on FSS BAU 500	FS0 on FSS Mobiles & Gadgets FS99 on FSS BAU 500	FS0 on FSS Groceries FS99 on FSS FS0 on P9 Sunday BAU 500
6/29	6/30	7/1	7/2	7/3	7/4	7/5
7.7 St Ives SBD	7.7 Huggies SBD					
Consumer Electronics	Mobiles & Gadgets					
FS0 on FSS Health & Personal Care FS99 on FSS BAU 500	FS0 on FSS Babies & Kids FS99 on FSS BAU 500					

### July Schedule Calendar 七月活动表

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
July						
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 Flash BAU 500	FS0 on FSS Health & Personal Care FS99 on FSS FS0 on ShopeePay BAU 500	FS0 on FSS Electronics FS99 on FSS BAU 500	FS0 on FSS TKB FS99 on FSS BAU 500	FS99 on FSS 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	Thank You Sale				
Home & Living FS99 on FSS BAU 500	Home & Living FS0 on FSS TBC					

## 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

CPG, APRIL 2020



### Updated Price Freeze on Essential Emergency Medicines and Selected Medical Devices

PURSUANT TO DOH DEPARTMENT CIRCULAR NO. 2020-0144A  
ISSUED ON 14 APRIL 2020

MEDICAL SUPPLIES	PRICES (Php)
N95 Industrial Face Mask	152.00
N95 Surgical Face Mask	25.00
Nebulizer	3,980.00
Nebulizer Kit: Adult	120.00
Nebulizer Kit: Pedia	142.00
Oxygen Cannula: Adult	60.00
Oxygen Cannula: Pedia	53.00
Oxygen Cannula: Neonatal	50.00
Ethyl Alcohol 70% Solution 60 mL	25.50
Ethyl Alcohol 70% Solution 250 mL	41.75
Ethyl Alcohol 70% Solution 500 mL (regular flip top bottle)	92.00
Ethyl Alcohol 70% Solution 1L (regular flip top bottle)	184.00
Ethyl Alcohol 70% Solution 2L	368.00
Ethyl Alcohol 70% Solution 3L	552.00
Ethyl Alcohol 70% Solution 1 Gallon	650.00
Isopropyl Alcohol 70% Solution 75 mL	19.50
Isopropyl Alcohol 70% Solution 150 mL	36.50
Isopropyl Alcohol 70% Solution 250 mL	42.00
Isopropyl Alcohol 70% Solution 330 mL	82.50
Isopropyl Alcohol 70% Solution 500 mL (regular flip top bottle)	99.75
Isopropyl Alcohol 70% Solution 1L (regular flip top bottle)	137.50
Isopropyl Alcohol 70% Solution 2L	275.00
Isopropyl Alcohol 70% Solution 3L	412.50
Isopropyl Alcohol 70% Solution 1 Gallon	520.00
Sterile Gloves 25 pairs/box (Size 6.5, 7, 7.5, 8)	450.00
Sterile Gloves per pair (Size 6.5, 7, 7.5, 8)	21.00
Cover All Gown (Hazmat)	1,200.00
Shoe Cover (per pair)	10.50
Safety Goggles	180.00
Surgical Cap (Pack of 100's)	250.00
Gown, Sterile Disposable	300.00
Gown, Non-sterile	200.00
Oxygen tanks, 5 lbs	3,400.00
Oxygen tanks, 15 lbs	5,000.00
Pulse oximeters, pedia	2,000.00
Pulse oximeters, adult	2,500.00
Infrared Non-Contact Thermometer (For the head, non-industrial)	4,500.00

#Bayanihan #WeHealAsOne

## 上周热搜关键字

## Top 30 Keywords

关键词	中文	本周排名	上周排名	排名变化
Face Mask	面罩	1	1	维持
Wallpaper	壁纸	2	6	上升
Ring Light	网红灯	3	3	维持
Face Shield	防护面罩	4	23	上升
Dress	连衣裙	5	4	下降
Shoes Women	女性鞋	6	2	下降
Crop Top	短衬衫	7	5	下降
Bra	内衣	8	7	下降
Shorts	短裤	9	8	下降
iPhone	iPhone	10	10	维持
Mask	口罩	11	9	下降
Curtain	窗帘	12	14	上升
iPhone Case	iPhone手机壳	13	13	维持
Realme	真我	14	17	上升
Dolphin Shorts	海豚短裤	15	12	下降
Shoes	鞋子	16	21	上升
Laptop	笔记本电脑	17	11	下降
Huawei	华为	18	18	维持
Sling Bag	斜肩包	19	16	下降
Xiaomi	小米	20	25	上升
Sandals	凉鞋	21	34	上升
Oppo	Oppo	22	32	上升
Short	短裤	23	31	上升
Blouse Tops	上衣	24	24	维持
Bag	包包	25	27	上升
Oppo Case	Oppo手机壳	26	15	下降
Shorts Women	女性短裤	27	41	上升
Airpods	Airpods	28	20	下降
Shorts Men	男性短裤	29	48	上升
Panty	内裤	30	30	维持



上周热搜类别

Top Category

中文翻译	Top Category	Count
居家生活	Home & Living	2556
女士服装	Women's Apparel	1480
健康与个人护理	Health & Personal Care	1258
手机配件	Mobile Accessories	1041
婴儿与儿童	Babies & Kids	731
手机与配件	Mobiles & Gadgets	721
爱好与文具	Hobbies & Stationery	644
笔记本与电脑	Laptops & Computers	581
男士服装	Men's Apparel	570
体育与旅行	Sports & Travel	543
玩具, 游戏与收藏品	Toys, Games & Collectibles	473
机车摩配	Motors	432
食品	Groceries	422
化妆与香水	Makeup & Fragrances	414
女士配饰	Women Accessories	402
家器	Home Appliances	384
女士鞋子	Women Shoes	265
女士包	Women's Bags	181
家庭娱乐	Home Entertainment	172
宠物护理	Pet Care	155
游戏娱乐	Gaming	149
男士包与配件	Men's Bags & Accessories	116
男士鞋子	Men Shoes	111
相机	Cameras	77

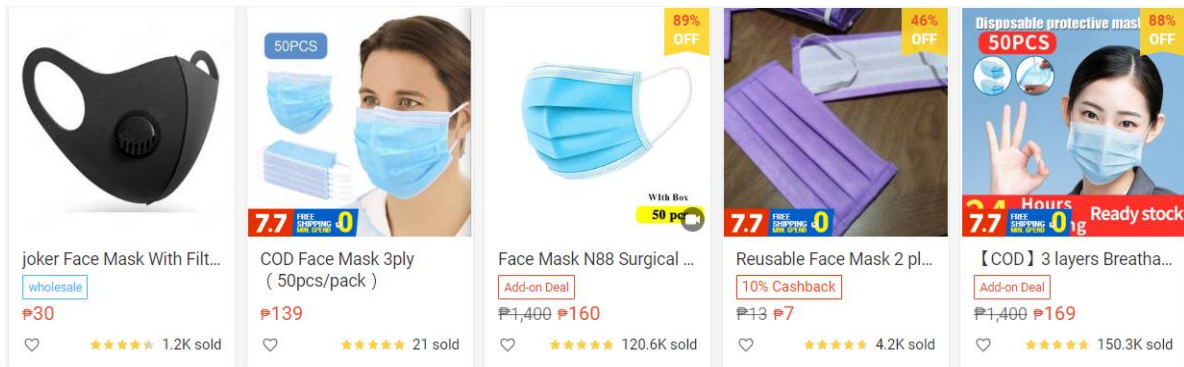


## 关键词产品分享

## Top 9 Keywords Products

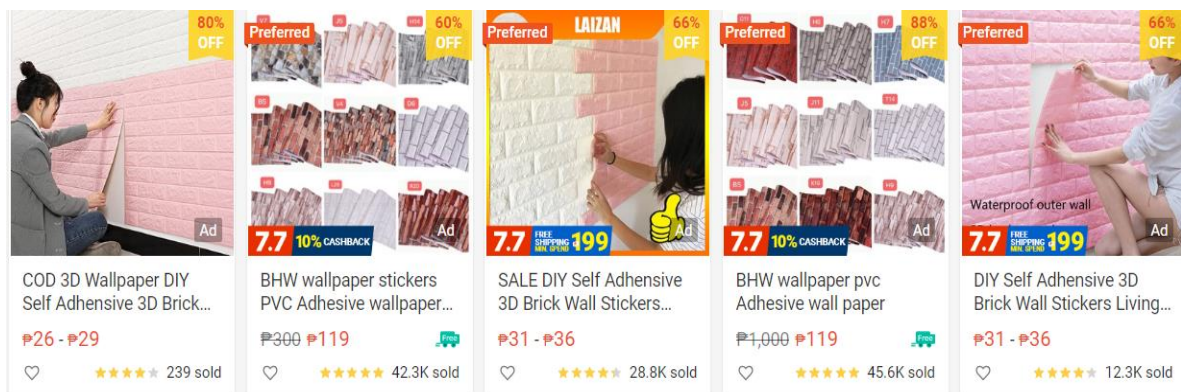
### 1. Face Mask 面罩

- 目标价: ₱7 - ₱169



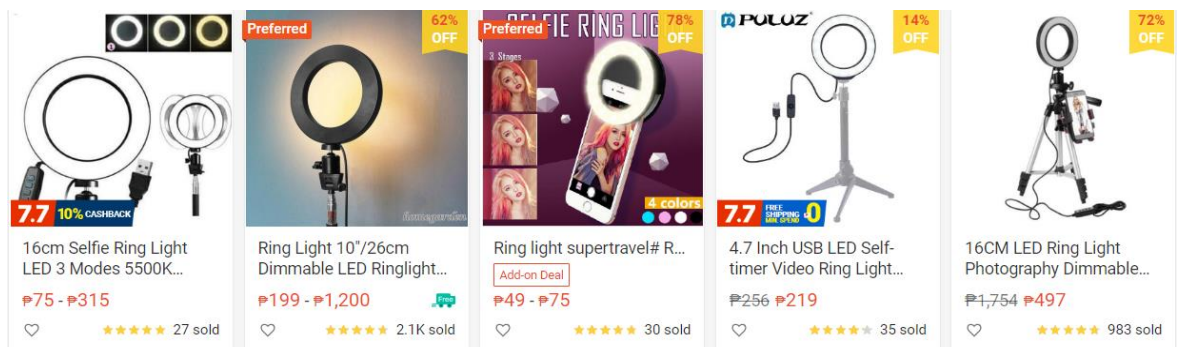
### 2. Wallpaper 壁纸

- 目标价: ₱26 - ₱119



### 3. Ring Light 网红灯

- 目标价: ₱49 - ₱1200



## 关键字产品分享

## Top 9 Keywords Products

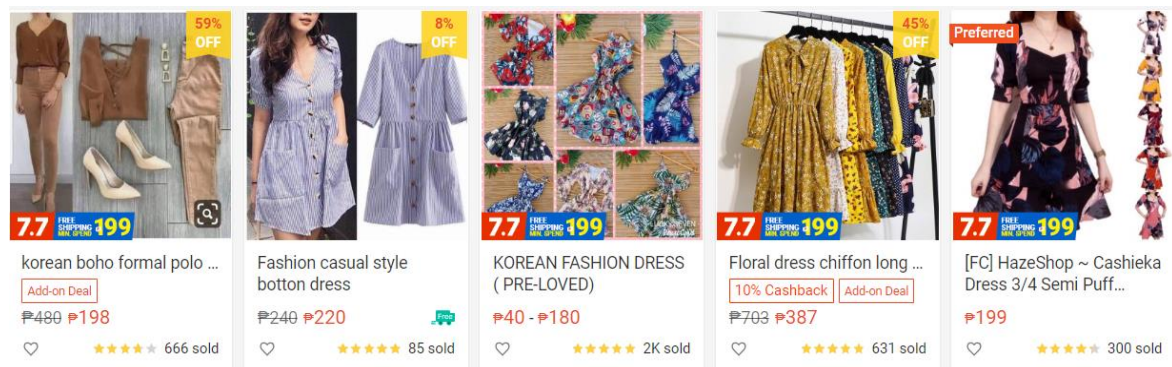
## 4. Face Shield 面罩

- 目标价: ₱59 - ₱399



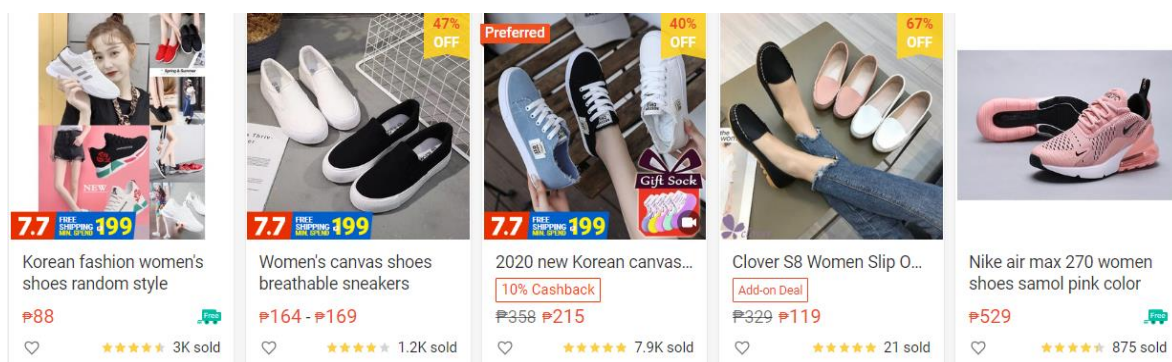
## 5. Dress 连身裙

- 目标价: ₱40 - ₱387



## 6. Shoes Women 女性鞋子

- 目标价: ₱88 - ₱529



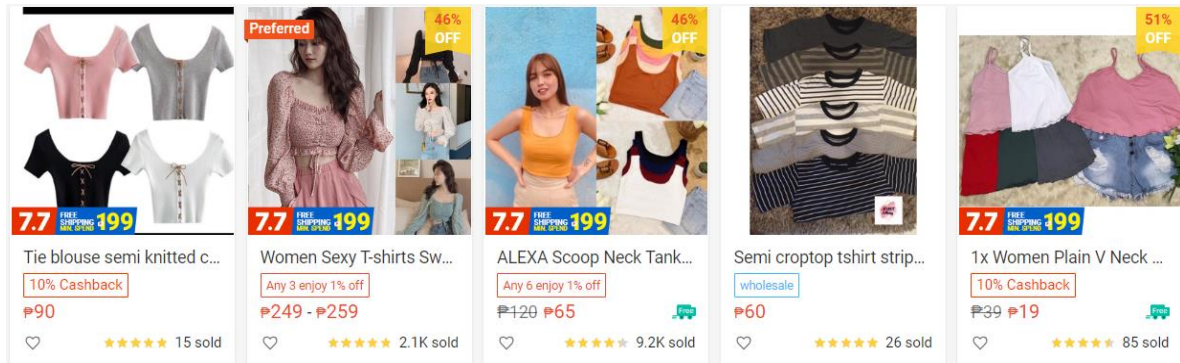


关键字产品分享

Top 9 Keywords Products

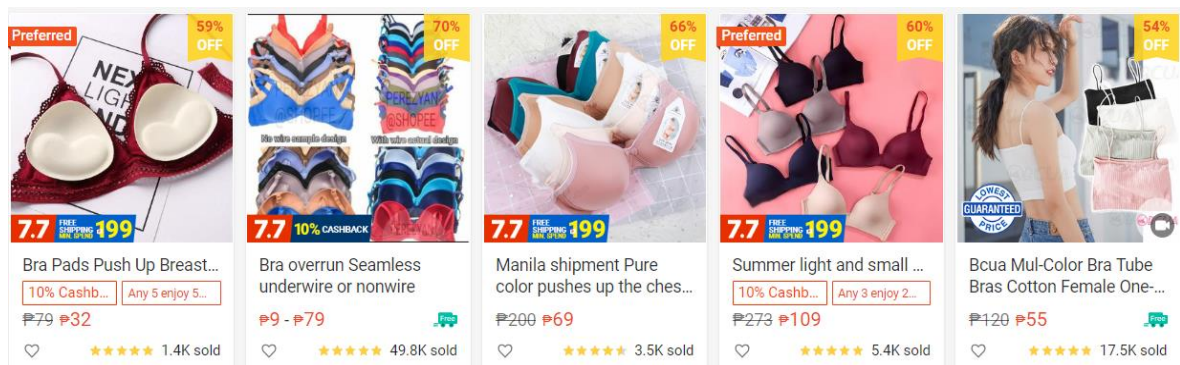
7. Crop Top 短衬衫

- 目标价: ₱19 – ₱259



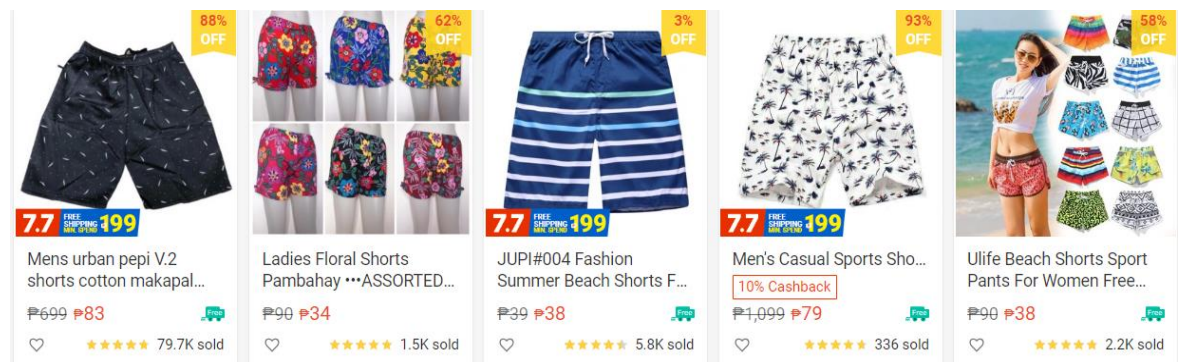
8. Bra 内衣

- 目标价: ₱9 - ₱109



9. Shorts 短裤











- 目标价: ₱34 - ₱83













## 热卖P9 产品

## Top Peso 9 Products

 <p>GLASS For iPhone series</p> <p>7.7 <small>FREE SHIPPING MAX. SPEND</small> 99</p> <p><a href="#">iPhone防爆膜</a></p>	 <p>SACE LADY   OFFICIAL STORE</p> <p>7.7 <small>FREE SHIPPING MAX. SPEND</small> 99</p> <p><a href="#">除黑头贴</a></p>	 <p>LAMUSELAND</p> <p>7.7 <small>FREE SHIPPING MAX. SPEND</small> 99</p> <p><a href="#">眼影粉</a></p>	 <p>7.7 <small>FREE SHIPPING MAX. SPEND</small> 99</p> <p><a href="#">多纤维巾</a></p>	 <p>7.7 <small>FREE SHIPPING MAX. SPEND</small> 99</p> <p><a href="#">指甲贴</a></p>
 <p>7.7 <small>FREE SHIPPING MAX. SPEND</small> 99</p> <p><a href="#">除毛贴</a></p>	 <p>7.7 <small>FREE SHIPPING MAX. SPEND</small> 0</p> <p><a href="#">喷雾瓶</a></p>	 <p>7.7 <small>FREE SHIPPING MAX. SPEND</small> 99</p> <p><a href="#">水果形发夹</a></p>	 <p>7.7 <small>FREE SHIPPING MAX. SPEND</small> 99</p> <p><a href="#">猫眼太阳镜</a></p>	 <p>OIL SPLASH MASK PROTECTS AGAINST OILY FURIES FROM SPLASHING ON THE FACE. USE TO BE A FRESH &amp; GLOWING SKIN</p> <p>7.7 <small>FREE SHIPPING MAX. SPEND</small> 0</p> <p><a href="#">防护眼镜</a></p>

## 冷门P9 产品

## Bottom Peso 9 Products

 <p>7.7 <small>FREE SHIPPING MAX. SPEND</small> 99</p> <p><a href="#">珍珠发夹</a></p>	 <p>星星款 树叶款</p> <p>7.7 <small>FREE SHIPPING MAX. SPEND</small> 99</p> <p>钢琴熊猫款</p> <p><a href="#">卡通壁钩</a></p>	 <p>7.7 <small>FREE SHIPPING MAX. SPEND</small> 99</p> <p><a href="#">圆形迷你发夹</a></p>	 <p>7.7 <small>FREE SHIPPING MAX. SPEND</small> 99</p> <p><a href="#">BT21圆珠笔</a></p>
 <p>OEDO</p> <p>7.7 <small>FREE SHIPPING MAX. SPEND</small> 99</p> <p><a href="#">眼膜</a></p>	 <p>7.7 <small>FREE SHIPPING MAX. SPEND</small> 99</p> <p><a href="#">迷你娃娃饰品</a></p>	 <p>7.7 <small>FREE SHIPPING MAX. SPEND</small> 0</p> <p><a href="#">摇摇头娃娃</a></p>	 <p>7.7 <small>FREE SHIPPING MAX. SPEND</small> 0</p> <p><a href="#">卡通手机座</a></p>

跨境闪购热卖产品 CB CFS Top Products

Lifestyle

<p><b>搅拌器</b></p>  <p>₱62</p>	<p><b>生日装饰</b></p>  <p>₱7</p>	<p><b>壁钩</b></p>  <p>₱6</p>
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<p><b>床单固定带</b></p>  <p>₱200</p>	<p><b>油刷</b></p>  <p>₱200</p>	<p><b>壁纸</b></p>  <p>₱33</p>
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Electronics

<p><b>Micro 充电线</b></p>  <p>₱216</p>	<p><b>iPhone 手机壳</b></p>  <p>₱38</p>	<p><b>蓝牙耳机</b></p>  <p>₱135</p>
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<p><b>iPhone 充电线</b></p>  <p>₱38</p>	<p><b>随身碟</b></p>  <p>₱197</p>	<p><b>加湿器</b></p>  <p>₱195</p>
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跨境闪购热卖产品 CB CFS Top Products

Makeup & Fragrances

<p><b>口红</b></p>  <p>7.7 FREE SHIPPING 99</p> <p>75% OFF</p> <p>₱39</p>	<p><b>指甲贴</b></p>  <p>7.7 FREE SHIPPING 99</p> <p>70% OFF</p> <p>₱7</p>	<p><b>眉毛笔</b></p>  <p>7.7 FREE SHIPPING 99</p> <p>77% OFF</p> <p>₱19</p>
<p><b>眼线笔</b></p>  <p>7.7 FREE SHIPPING 99</p> <p>64% OFF</p> <p>₱29</p>	<p><b>睫毛刷</b></p>  <p>7.7 FREE SHIPPING 99</p> <p>70% OFF</p> <p>₱87</p>	<p><b>眼影粉</b></p>  <p>7.7 FREE SHIPPING 99</p> <p>77% OFF</p> <p>₱27</p>

Babies & Kids

<p><b>竹炭布尿布</b></p>  <p>7.7 FREE SHIPPING 99</p> <p>70% OFF</p> <p>₱185</p>	<p><b>儿童袜子</b></p>  <p>7.7 FREE SHIPPING 99</p> <p>89% OFF</p> <p>₱7</p>	<p><b>竹炭卫生巾</b></p>  <p>7.7 FREE SHIPPING 99</p> <p>74% OFF</p> <p>₱55</p>
<p><b>奶瓶奶嘴</b></p>  <p>7.7 FREE SHIPPING 99</p> <p>68% OFF</p> <p>₱25</p>	<p><b>BT21 手机座</b></p>  <p>7.7 FREE SHIPPING 99</p> <p>₱12</p>	<p><b>解压玩具</b></p>  <p>7.7 FREE SHIPPING 99</p> <p>91% OFF</p> <p>₱7</p>



## 跨境闪购热卖产品 CB CFS Top Products

### Health & Personal Care

<b>维他命 C 精华液</b>  <b>47% OFF</b> <b>7.7</b> <b>FREE SHIPPING</b> <b>99</b> <b>₱98</b>	<b>面膜</b>  <b>78% OFF</b> <b>7.7</b> <b>FREE SHIPPING</b> <b>99</b> <b>₱6</b>	<b>玻尿酸精华液</b>  <b>50% OFF</b> <b>7.7</b> <b>FREE SHIPPING</b> <b>99</b> <b>₱6</b>
<b>除黑头贴</b>  <b>40% OFF</b> <b>7.7</b> <b>FREE SHIPPING</b> <b>99</b> <b>₱6</b>	<b>磁疗袜</b>  <b>59% OFF</b> <b>7.7</b> <b>FREE SHIPPING</b> <b>99</b> <b>₱53</b>	<b>额头体温计</b>  <b>76% OFF</b> <b>7.7</b> <b>10% CASHBACK</b> <b>99</b> <b>₱456</b>

### Fashion

<b>女性内裤</b>  <b>59% OFF</b> <b>7.7</b> <b>FREE SHIPPING</b> <b>0</b> <b>₱49</b>	<b>内衣</b>  <b>69% OFF</b> <b>7.7</b> <b>FREE SHIPPING</b> <b>99</b> <b>₱60</b>	<b>防辐射眼镜</b>  <b>61% OFF</b> <b>7.7</b> <b>FREE SHIPPING</b> <b>99</b> <b>₱45</b>
<b>头带</b>  <b>49% OFF</b> <b>7.7</b> <b>FREE SHIPPING</b> <b>0</b> <b>₱19</b>	<b>发带</b>  <b>62% OFF</b> <b>7.7</b> <b>FREE SHIPPING</b> <b>0</b> <b>₱33</b>	<b>男性内裤</b>  <b>58% OFF</b> <b>7.7</b> <b>FREE SHIPPING</b> <b>99</b> <b>₱8</b>



## 本地闪购热卖产品 Local CFS Top Products

## Health &amp; Personal Care

<b>三层口罩</b>  <b>7.7 Hours</b> <b>FREE SHIPPING</b> <b>0.1g</b> Ready stock <b>¥129</b>	<b>美白乳液</b>  <b>200 mLx2</b> <b>BODY SERUM</b> <b>¥279</b>	<b>美白除臭液</b>  <b>40 mLx2</b> <b>DEODORANT</b> <b>¥139</b>
<b>一次性手套</b>  <b>7.7</b> <b>FREE SHIPPING</b> <b>0</b> <b>¥25</b>	<b>嘉种子</b>  <b>¥48</b>	<b>防护眼罩</b>  <b>¥65</b>

## TKB

<b>可洗布尿布</b>  <b>Also selling Inserts (Sold separately)</b> <b>7.7</b> <b>FREE SHIPPING</b> <b>199</b> <b>¥36</b>	<b>沐浴液</b>  <b>500 ml</b> <b>¥96</b>	<b>时尚口罩</b>  <b>7.7</b> <b>FREE SHIPPING</b> <b>199</b> <b>¥15</b>
<b>尿布</b>  <b>7.7</b> <b>FREE SHIPPING</b> <b>199</b> <b>¥267</b>	<b>女孩吊带衣</b>  <b>¥31</b>	<b>连身衣</b>  <b>7.7</b> <b>FREE SHIPPING</b> <b>199</b> <b>¥38</b>

## 本地闪购热卖产品 Local CFS Top Products

## Lifestyle

<b>可洗口罩</b>  <b>7.7</b> FREE SHIPPING <b>199</b>	<b>壁纸</b>  <b>7.7</b> FREE SHIPPING <b>199</b>	<b>雨伞</b>  <b>7.7</b> FREE SHIPPING <b>199</b>
₱17	₱100	₱72

<b>防水密封胶带</b>  <b>7.7</b> FREE SHIPPING <b>199</b>	<b>运动高袜</b>  <b>7.7</b> FREE SHIPPING <b>199</b> SSUKIJYPK	<b>机车面罩</b>  <b>7.7</b> FREE SHIPPING <b>199</b>
₱29	₱45	₱24

## Fashion

<b>高腰塑身内裤</b>  <b>7.7</b> FREE SHIPPING <b>199</b>	<b>连帽外套</b>  <b>7.7</b> FREE SHIPPING <b>199</b> SSUKIN9S5	<b>男性短裤</b>  <b>7.7</b> FREE SHIPPING <b>199</b>
₱99	₱125	₱75

<b>无钢丝内衣</b>  <b>7.7</b> FREE SHIPPING <b>199</b>	<b>运动裤</b>  <b>7.7</b> FREE SHIPPING <b>199</b>	<b>运动表</b>  <b>7.7</b> FREE SHIPPING <b>199</b>
₱65	₱94	₱99

## 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

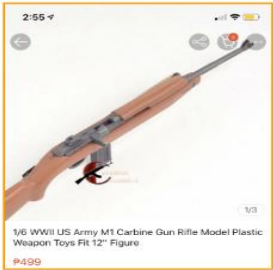
CB 卖家不能够出售枪支/玩具枪/枪支模型以及任何其他相关配件（例如子弹），会被平台禁止然后删除

**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)

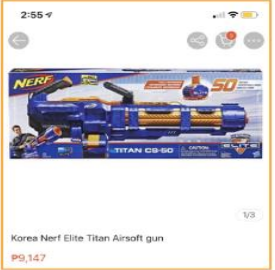
**Reason Code: Prohibited Listing**  
**Action: Delete**



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

### 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，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 listings: 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 listings，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. <b>Type of Seller:</b> 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

## 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。