



菲律宾市场周报

06-15



内容

| | |
|-------------------|----|
| 站点公告 | 2 |
| 疫情须知 | 3 |
| 热搜关键词 | 4 |
| 上周热搜类别 | 5 |
| 关键词产品分享 | 6 |
| 热卖P9 产品 & 冷门P9 产品 | 9 |
| 跨境闪购热卖产品 | 10 |
| 本地闪购热卖产品 | 13 |
| 准则公告 | 15 |
| 附录 | 21 |

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 | FS99 on HB FSS FS199 on FSS | FS99 on HB FSS FS199 on FSS | TBC | Father's Day Sale FS199 on FSS | Father's Day Sale FS199 on FSS |
| | FS199 on Total HB | FS199 on Total HB | FS199 on Total HB | TBC | | |
| 6/15 | 6/16 | 6/17 | 6/18 | 6/19 | 6/20 | 6/21 |
| Payday Sale TBC | Payday Sale TBC | Electronics FS199 on FSS | The Great Mid-Year Sale (CB) June 18 - 20 | | Family Fair (TKB, GPC) | |
| | | | FS199 on FSS | FS199 on FSS | FS199 on FSS | FS199 on FSS |
| | | | | FS0 on CB | | |
| 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 | FS0 on FSS HLA FS99 on FSS | FS0 on FSS Health & Personal Care FS99 on FSS | FS99 on FSS | FS0 on FSS Health & Beauty FS99 on FSS | FS0 on FSS Mobiles & Gadgets FS99 on FSS | FS0 on FSS Groceries FS99 on FSS |
| BAU 500 | BAU 500 | FS0 on FSS Flash BAU 500 | FS0 on ShopeePay BAU 500 | BAU 500 | BAU 500 | FS0 on P9 Sunday BAU 500 |
| | | | | | | |
| | | | | | | |
| 6/29 | 6/30 | | | | | |
| 7.7 St Ives SBD | 7.7 Huggies SBD | | | | | |
| Consumer Electronics | Mobiles & Gadgets | | | | | |
| FS0 on FSS Health & Personal Care FS99 on FSS | FS0 on FSS Babies & Kids FS99 on FSS | | | | | |
| BAU 500 | BAU 500 | | | | | |

July Schedule Calendar 七月活动表

| MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY |
|------------------|--------------------------|-----------------------------------|--|---------------------------------------|-------------------------------|-----------------------------|
| July | | | | | | |
| | | 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 | Thank You Sale | | | | |
| Home & Living | Home & Living | | | | | |
| FS99 on FSS | FS0 on FSS | | | | | |
| BAU 500 | 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 |
| Ring Light | 网红灯 | 2 | 2 | 维持 |
| Shoes Women | 女性鞋 | 3 | 3 | 维持 |
| Bra | 内衣 | 4 | 5 | 上升 |
| Crop Top | 短衬衫 | 5 | 4 | 下降 |
| Dress | 连衣裙 | 6 | 6 | 维持 |
| Xiaomi | 小米 | 7 | 15 | 上升 |
| Mask | 口罩 | 8 | 8 | 维持 |
| Yoga Mat | 瑜伽垫 | 9 | 7 | 下降 |
| Laptop | 笔记本电脑 | 10 | 12 | 上升 |
| Shorts | 短裤 | 11 | 10 | 下降 |
| Wallpaper | 壁纸 | 12 | 9 | 下降 |
| iPhone | iPhone | 13 | 11 | 下降 |
| Face Shield | 防护面罩 | 14 | 13 | 下降 |
| Curtain | 窗帘 | 15 | 14 | 下降 |
| iPhone Case | iPhone手机壳 | 16 | 17 | 上升 |
| Dolphin Shorts | 海豚短裤 | 17 | 18 | 上升 |
| Earphones | 耳机 | 18 | 20 | 上升 |
| Airpods | Airpods | 19 | 19 | 维持 |
| Huawei | 华为 | 20 | 21 | 上升 |
| Realme | 真我 | 21 | 28 | 上升 |
| Sports Bra | 运动文胸 | 22 | 16 | 下降 |
| Panty | 内裤 | 23 | 22 | 下降 |
| Bag | 包包 | 24 | 30 | 上升 |
| Sling Bag | 斜肩包 | 25 | 32 | 上升 |
| Oppo Case | Oppo手机壳 | 26 | 33 | 上升 |
| Tablet | 平板电脑 | 27 | 41 | 上升 |
| Shoes | 鞋子 | 28 | 34 | 上升 |
| Short | 短裤 | 29 | 29 | 维持 |
| Bluetooth Earphones | 蓝牙耳机 | 30 | 23 | 下降 |



上周热搜类别

Top Category

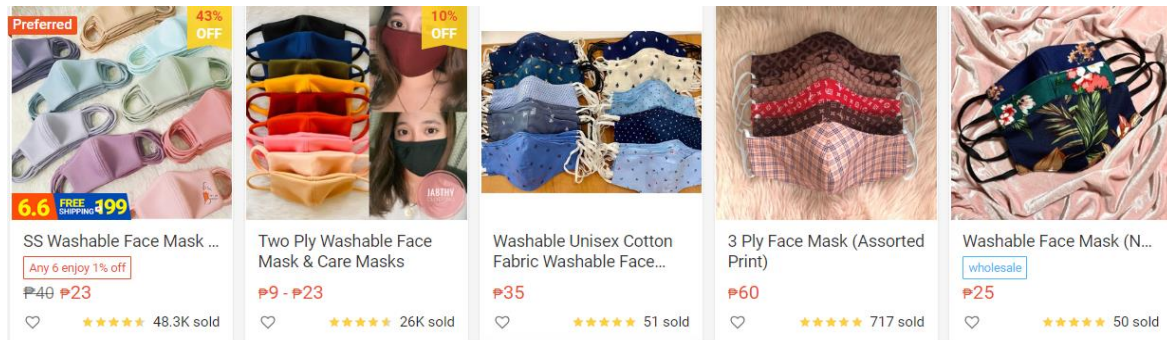
| 中文翻译 | Top Category | Count |
|-----------|----------------------------|-------|
| 居家生活 | Home & Living | 2359 |
| 女士服装 | Women's Apparel | 1470 |
| 健康与个人护理 | Health & Personal Care | 1370 |
| 手机配件 | Mobile Accessories | 1024 |
| 婴儿与儿童 | Babies & Kids | 786 |
| 手机与配件 | Mobiles & Gadgets | 770 |
| 爱好与文具 | Hobbies & Stationery | 603 |
| 笔记本与电脑 | Laptops & Computers | 585 |
| 女士包与配饰 | Women's Bags & Accessories | 560 |
| 男士服装 | Men's Apparel | 508 |
| 体育与旅行 | Sports & Travel | 505 |
| 食品 | Groceries | 494 |
| 玩具，游戏与收藏品 | Toys, Games & Collectibles | 472 |
| 机车摩配 | Motors | 439 |
| 家器 | Home Appliances | 419 |
| 化妆与香水 | Makeup & Fragrances | 401 |
| 家庭娱乐 | Home Entertainment | 251 |
| 女士鞋子 | Women Shoes | 249 |
| 宠物护理 | Pet Care | 166 |
| 游戏娱乐 | Gaming | 144 |
| 男士包与配件 | Men's Bags & Accessories | 135 |
| 男士鞋子 | Men Shoes | 102 |
| 相机 | Cameras | 70 |

关键词产品分享

Top 9 Keywords Products

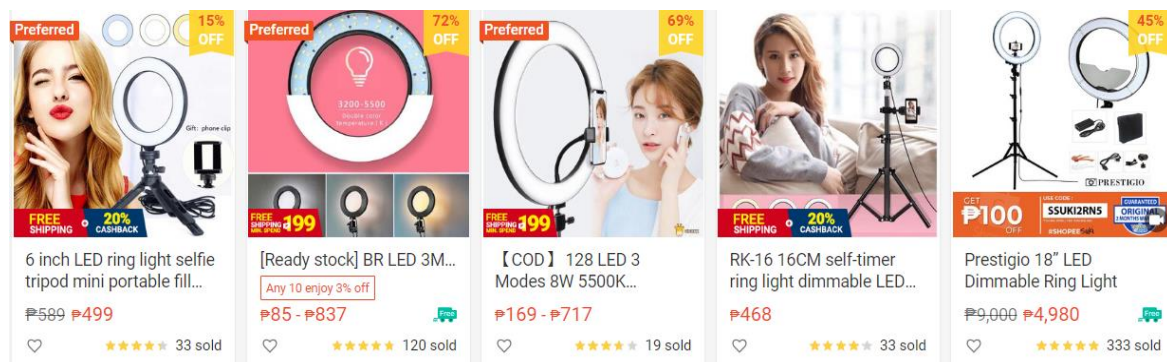
1. Face Mask 面罩

- 价格: ₱9 - ₱60



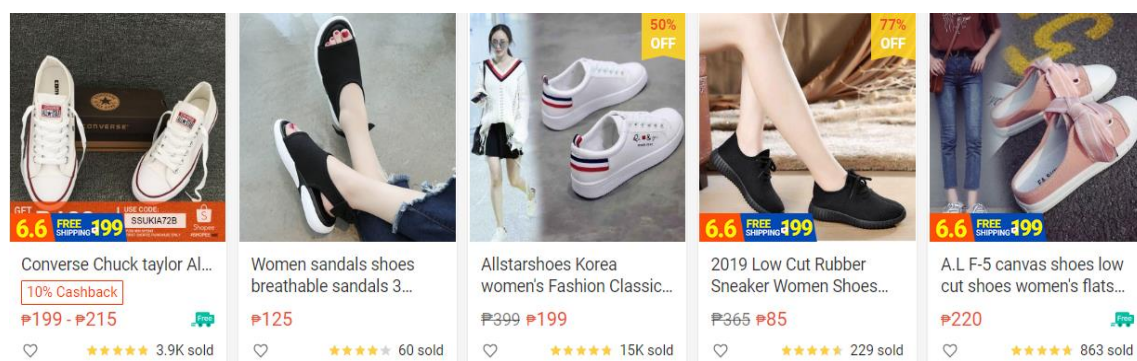
2. Ring Light 网红灯

- 价格: ₱85 - ₱4980



3. Shoes Women 女性鞋

- 价格: ₱85 - ₱220

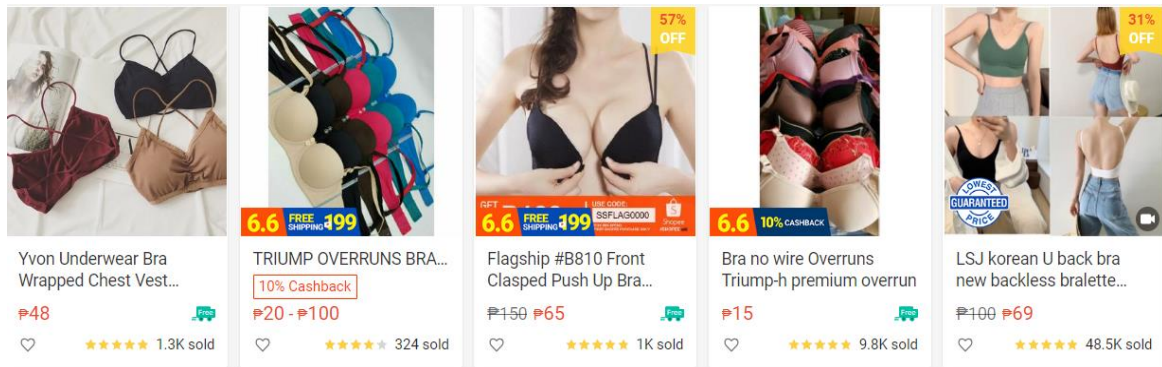


关键字产品分享

Top 9 Keywords Products

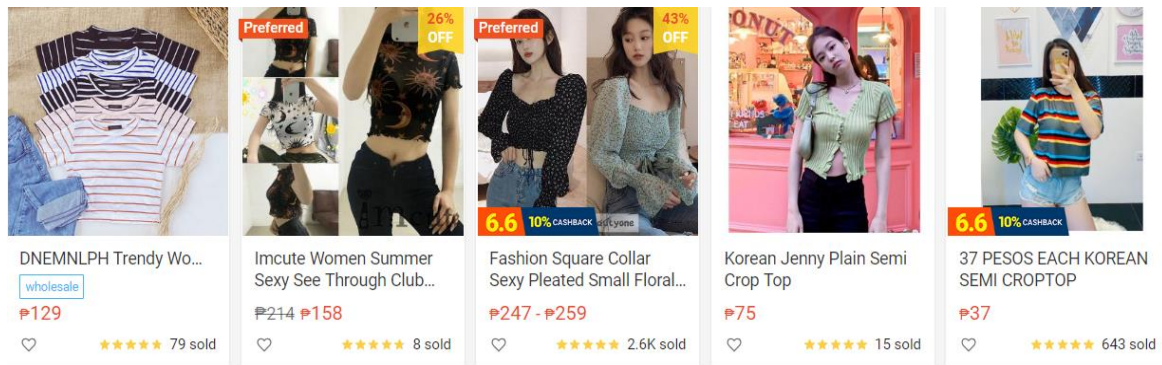
4. Bra 内衣

- 价格: ₱37 - ₱259



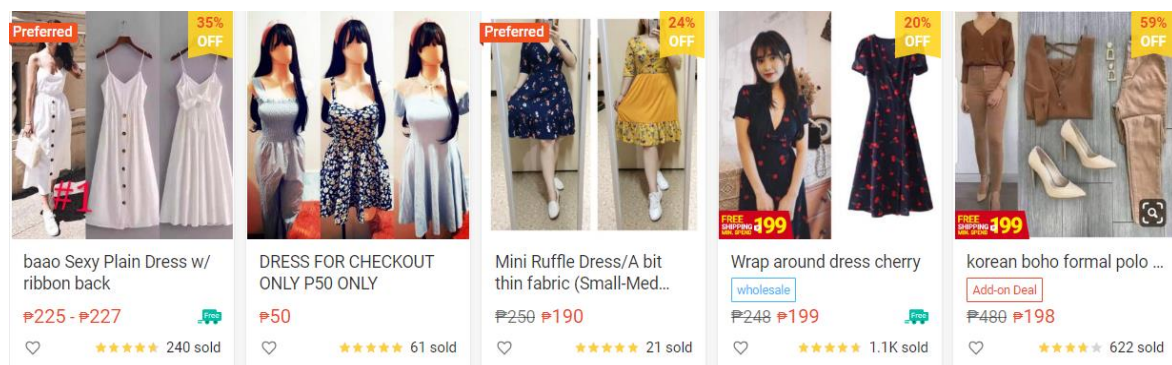
5. Crop Top 短衬衫

- 价格: ₱15 - ₱100



6. Dress 连身裙

- 价格: ₱50 - ₱227

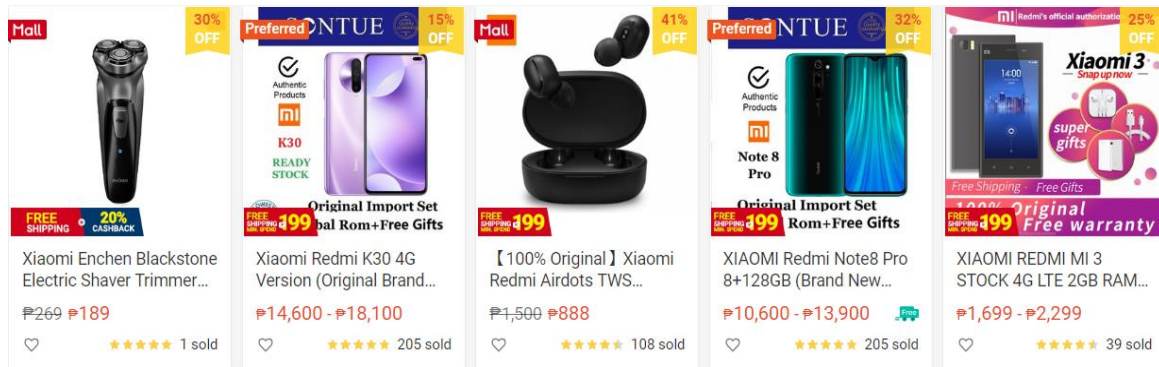


关键字产品分享

Top 9 Keywords Products

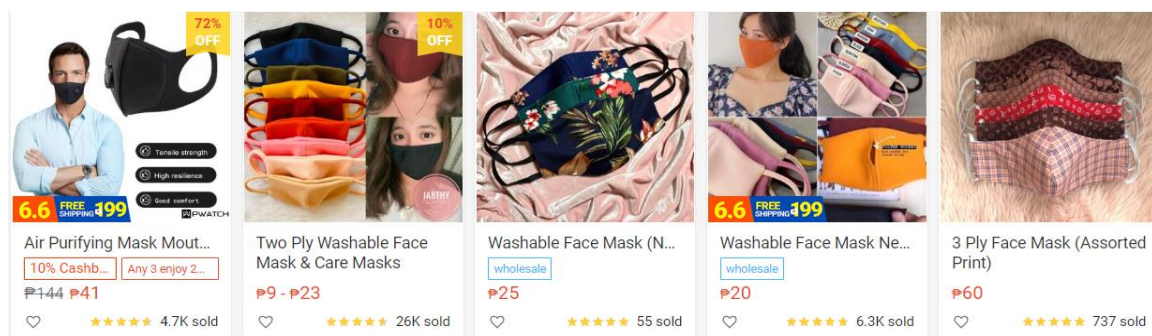
7. Xiaomi 小米

- 价格: ₱189 – ₱18,100



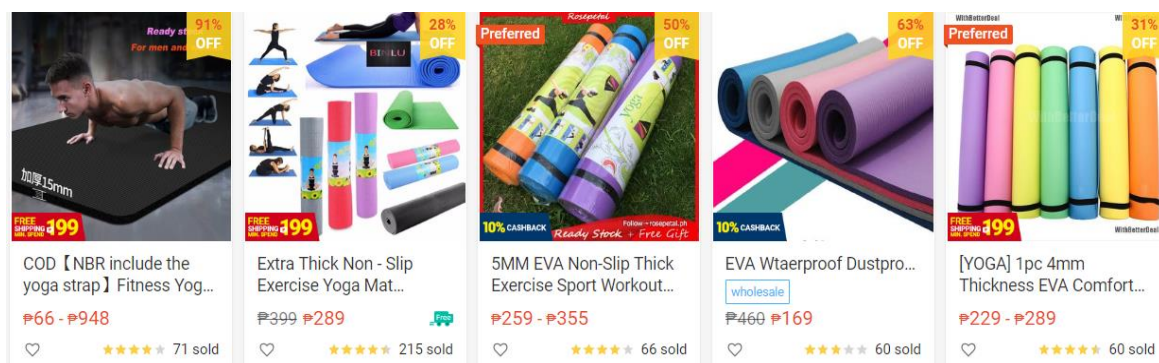
8. Mask 口罩

- 价格: ₱9 - ₱60



9. Yoga Mat 瑜伽垫

- 价格: ₱66 - ₱948









热卖P9 产品

Top Peso 9 Products

| | | | | |
|--|--|--|---|---|
|  <p>58% OFF</p> <p>FREE SHIPPING 10% CASHBACK</p> <p>除毛贴</p> |  <p>94% OFF</p> <p>FREE SHIPPING 10% CASHBACK</p> <p>除黑头贴</p> |  <p>FREE SHIPPING 10% CASHBACK</p> <p>面膜</p> |  <p>61% OFF</p> <p>FREE 100</p> <p>小米手表保护膜</p> |  <p>63% OFF</p> <p>FREE SHIPPING 10% CASHBACK</p> <p>蝴蝶结发带</p> |
|  <p>85% OFF</p> <p>FREE SHIPPING 10% CASHBACK</p> <p>儿童袜子</p> |  <p>92% OFF</p> <p>头发贴</p> |  <p>84% OFF</p> <p>FREE SHIPPING 10% CASHBACK</p> <p>眼膜</p> |  <p>67% OFF</p> <p>FREE SHIPPING 10% CASHBACK</p> <p>星星发带</p> |  <p>56% OFF</p> <p>VIVO手机壳</p> |

冷门P9 产品

Bottom Peso 9 Products

| | | | |
|---|---|--|--|
|  <p>41% OFF</p> <p>FREE SHIPPING 10% CASHBACK</p> <p>热缩膜</p> |  <p>80% OFF</p> <p>FREE SHIPPING 10% CASHBACK</p> <p>卡通指甲贴</p> |  <p>40% OFF</p> <p>FREE SHIPPING 199</p> <p>双面贴</p> |  <p>46% OFF</p> <p>FREE SHIPPING 199</p> <p>胸罩扣</p> |
|  <p>68% OFF</p> <p>珍珠发夹</p> |  <p>FREE SHIPPING 10% CASHBACK</p> <p>气球夹</p> |  <p>52% OFF</p> <p>FREE SHIPPING 10% CASHBACK</p> <p>镜头保护贴</p> |  <p>FREE SHIPPING 10% CASHBACK</p> <p>夜光墙贴</p> |

跨境闪购热卖产品 CB CFS Top Products

Lifestyle

| | | |
|--|--|--|
| <p>搅拌机</p>  <p>₱62</p> | <p>可洗口罩</p>  <p>₱25</p> | <p>书法笔</p>  <p>₱25</p> |
| <p>瑜伽垫</p>  <p>₱239</p> | <p>羊毛面罩</p>  <p>₱84</p> | <p>跳绳</p>  <p>₱94</p> |

Electronics

| | | |
|--|---|---|
| <p>滑鼠</p>  <p>₱105</p> | <p>有线耳机</p>  <p>₱20</p> | <p>蓝牙耳机</p>  <p>₱99</p> |
| <p>磁性 Micro 电线</p>  <p>₱74</p> | <p>Micro 电线</p>  <p>₱79</p> | <p>随身碟</p>  <p>₱190</p> |

跨境闪购热卖产品 CB CFS Top Products

Makeup & Fragrances

| | | |
|--|---|---|
| 口红  <p>FREE SHIPPING 10% CASHBACK</p> | 眉毛膏  <p>FREE SHIPPING 10% CASHBACK</p> | 指甲贴  <p>FREE SHIPPING 10% CASHBACK</p> |
| ₱24 | ₱49 | ₱7 |

| | | |
|--|--|--|
| 眼影粉  <p>FREE SHIPPING 10% CASHBACK</p> | 眉毛笔  <p>FREE SHIPPING 10% CASHBACK</p> | 睫毛夹  <p>FREE SHIPPING 10% CASHBACK</p> |
| ₱26 | ₱57 | ₱49 |

Babies & Kids

| | | |
|---|--|--|
| 竹炭布尿布  <p>FREE SHIPPING 10% CASHBACK</p> | 手机支架  <p>FREE SHIPPING 10% CASHBACK</p> | 奶瓶奶嘴  <p>FREE SHIPPING 10% CASHBACK</p> |
| ₱181 | ₱12 | ₱48 |

| | |
|---|--|
| 嘴耳罩  <p>FREE SHIPPING 10% CASHBACK</p> | 鳄鱼咬手指玩具  <p>FREE SHIPPING 10% CASHBACK</p> |
| ₱55 | ₱50 |

跨境闪购热卖产品 CB CFS Top Products

Health & Personal Care

| | | |
|---|---|--|
| 背部支撑架  <p>Force the shoulder to be extended fully.</p> <p>FREE SHIPPING 10% CASHBACK</p> | 修发器  <p>FREE SHIPPING 10% CASHBACK</p> | 除黑斑精华液  <p>FREE SHIPPING 10% CASHBACK</p> |
| ₱124 | ₱299 | ₱87 |
| 防护眼罩  <p>FREE SHIPPING 10% CASHBACK</p> | 测血糖器  <p>FREE SHIPPING 10% CASHBACK</p> | 止痛膏  <p>FREE SHIPPING 10% CASHBACK</p> |
| ₱20 | ₱236 | ₱98 |

Fashion

| | | |
|---|--|---|
| 女性内裤  <p>FREE SHIPPING 10% CASHBACK</p> | 内衣  <p>FREE SHIPPING 10% CASHBACK</p> | 防辐射眼镜  <p>FREE SHIPPING 10% CASHBACK</p> |
| ₱38 | ₱66 | ₱45 |
| 无钢丝内衣  <p>FREE SHIPPING 10% CASHBACK</p> | 发带  <p>FREE SHIPPING 10% CASHBACK</p> | 发夹  <p>FREE SHIPPING 10% CASHBACK</p> |
| ₱59 | ₱76 | ₱34 |

本地闪购热卖产品 Local CFS Top Products

Health & Personal Care

| | | |
|---|--|--|
| <p>防护眼罩</p>  <p>₱65</p> | <p>旅游组洗发液+护发液</p>  <p>₱50</p> | <p>三层口罩</p>  <p>With Box 50 pcs</p> <p>₱325</p> |
| <p>脸部磨砂膏</p>  <p>Face Scrub 10 oz</p> <p>₱168</p> | <p>竹炭肥皂</p>  <p>₱45</p> | <p>美白竹炭牙膏</p>  <p>₱15</p> |

Babies & Kids

| | | |
|--|--|---|
| <p>婴儿摇摇椅</p>  <p>₱799</p> | <p>奶水收纳袋</p>  <p>₱92</p> | <p>短袖短裤套装</p>  <p>₱41</p> |
| <p>尿布</p>  <p>₱427</p> | <p>连身衣</p> <p>more designs randomly given</p>  <p>₱38</p> | <p>吸汗巾</p>  <p>₱18</p> |

本地闪购热卖产品 Local CFS Top Products

Lifestyle

| | | |
|--|---|--|
| 墨水笔  <p>₱15</p> | 蚊香 Anti-DENGUE 30 Sticks  Upgraded Formula FREE SHIPPING ₱99 kills and Mosquito <p>₱10</p> | 环保可洗吸管  FREE SHIPPING 10% CASHBACK <p>₱31</p> |
| 可洗口罩  <p>₱17</p> | 运动袜  ACE ₱100 OFF* USE CODE SSUKIJYPK <p>₱49</p> | 多功能衣架  FREE SHIPPING 10% CASHBACK <p>₱15</p> |

Fashion

| | | |
|---|--|--|
| 防辐射眼镜  FREE SHIPPING ₱99 SHIGETSU <p>₱185</p> | 睡衣  FREE SHIPPING ₱99 <p>₱15</p> | 运动裤  FREE SHIPPING ₱99 <p>₱85</p> |
| 无肩带内衣  <p>₱52</p> | 凉鞋  FREE SHIPPING ₱99 <p>₱138</p> | 防小偷斜肩包  <p>₱85</p> |

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

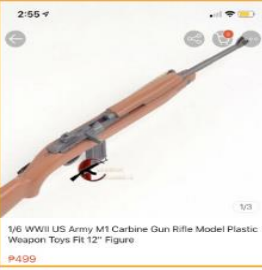
CB 卖家不能够出售枪支/玩具枪/枪支模型以及任何其他相关配件（例如子弹），会被平台禁止然后删除

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)

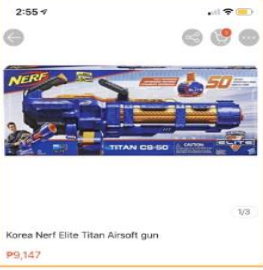
Reason Code: Prohibited Listing
Action: Delete



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，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. 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

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。