



# 菲律宾市场周报

07-06



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## 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

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
Wallpaper	壁纸	1	2	上升
Face Mask	面罩	2	1	下降
Face Shield	防护面罩	3	4	上升
Dress	连衣裙	4	5	上升
Ring Light	网红灯	5	3	下降
Facemask	面罩	6	33	上升
Shorts	短裤	7	9	上升
Crop Top	短衬衫	8	7	下降
Bra	内衣	9	8	下降
iPhone	iPhone	10	10	维持
Mask	口罩	11	11	维持
Curtain	窗帘	12	12	维持
iPhone Case	iPhone手机壳	13	13	维持
Realme	真我	14	14	维持
Oppo Case	Oppo手机壳	15	26	上升
Shoes	鞋子	16	16	维持
Sandals	凉鞋	17	221	上升
Sling Bag	斜肩包	18	19	上升
Short	短裤	19	23	上升
Dolphin Shorts	海豚短裤	20	15	下降
Oppo	Oppo	21	22	上升
Shorts Men	男性短裤	22	29	上升
Airpods	Airpods	23	28	上升
Bag	包包	24	25	上升
Shoes Women	女性鞋	25	6	下降
Blouse Tops	上衣	26	24	下降
Huawei	华为	27	18	下降
Slippers	拖鞋	28	46	上升
Laptop	笔记本电脑	29	17	下降
Pajama	睡衣	30	37	上升



上周热搜类别

Top Category

中文翻译	Top Category	Count
居家生活	Home & Living	2698
女士服装	Women's Apparel	1633
健康与个人护理	Health & Personal Care	1246
手机配件	Mobile Accessories	996
婴儿与儿童	Babies & Kids	700
手机与配件	Mobiles & Gadgets	685
爱好与文具	Hobbies & Stationery	625
笔记本与电脑	Laptops & Computers	570
体育与旅行	Sports & Travel	524
玩具，游戏与收藏品	Toys, Games & Collectibles	477
男士服装	Men's Apparel	454
机车摩配	Motors	441
食品	Groceries	433
化妆与香水	Makeup & Fragrances	431
女士配饰	Women Accessories	383
家器	Home Appliances	318
女士鞋子	Women Shoes	284
家庭娱乐	Home Entertainment	189
女士包	Women's Bags	177
宠物护理	Pet Care	158
男士包与配件	Men's Bags & Accessories	149
游戏娱乐	Gaming	143
男士鞋子	Men Shoes	108
相机	Cameras	55



## 关键词产品分享

## Top 9 Keywords Products

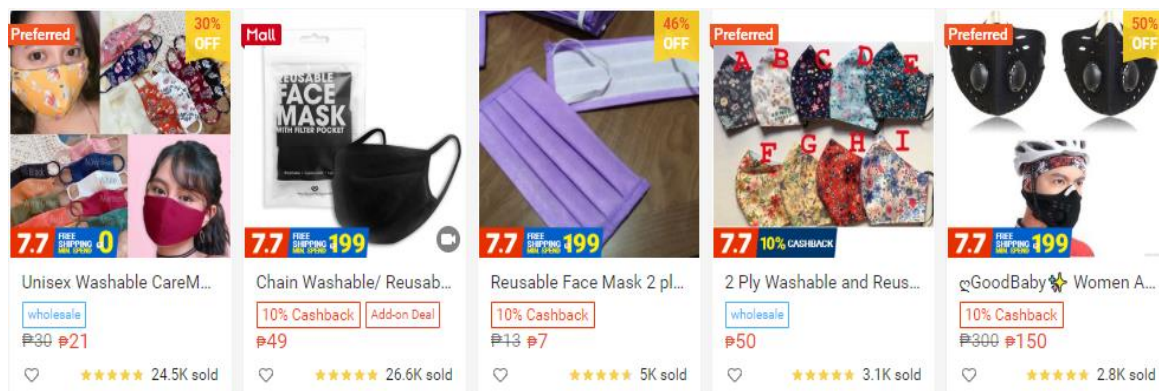
### 1. Wallpaper 壁纸

- 目标价: ₱31 - ₱119



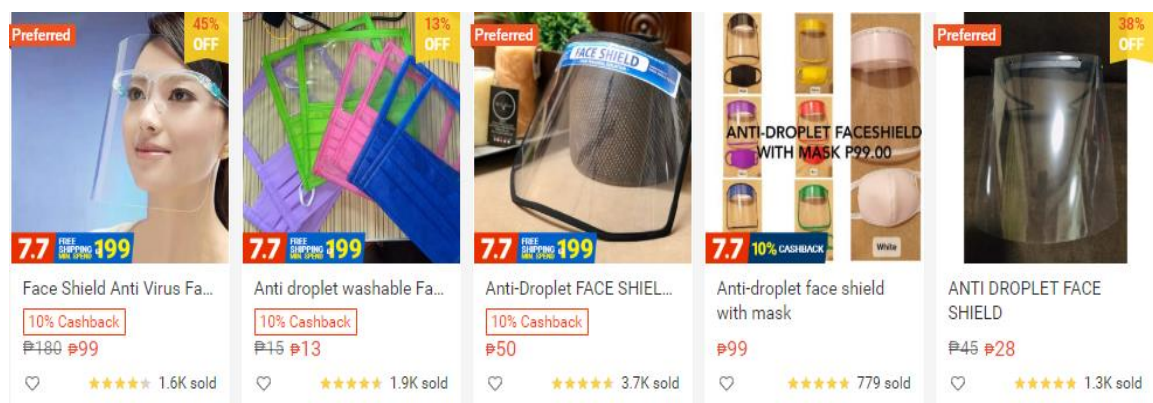
### 2. Face Mask 面罩

- 目标价: ₱7 - ₱150



### 3. Face Shield 面罩

- 目标价: ₱13 - ₱99

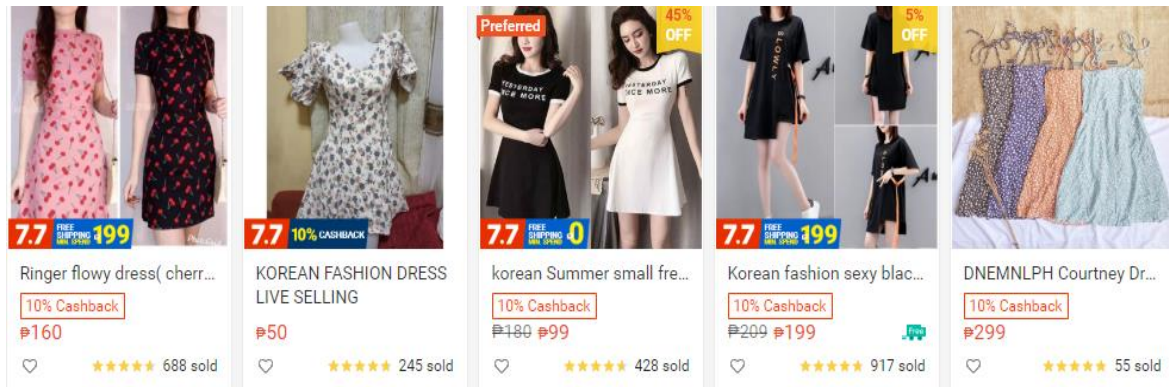


## 关键字产品分享

## Top 9 Keywords Products

## 4. Dress 连身裙

- 目标价: ₱50 - ₱299



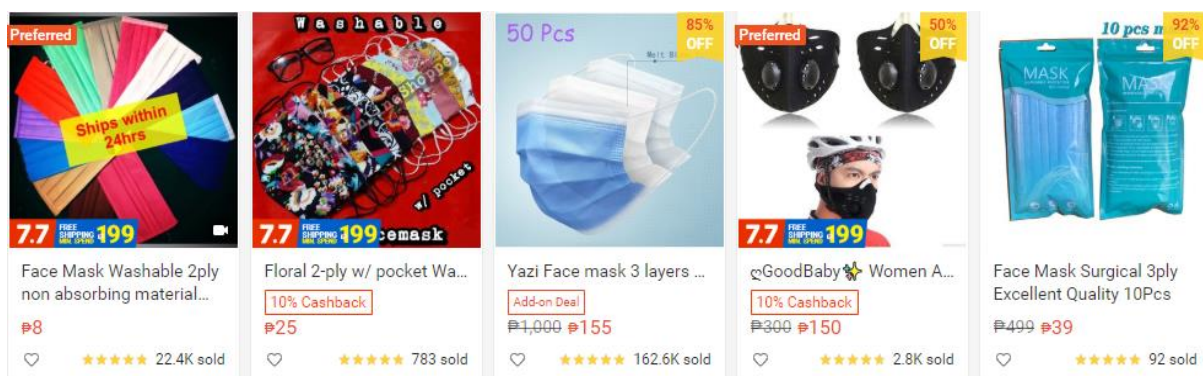
## 5. Ring Light 网红灯

- 目标价: ₱59 - ₱720



## 6. Facemask 面罩

- 目标价: ₱8 - ₱155



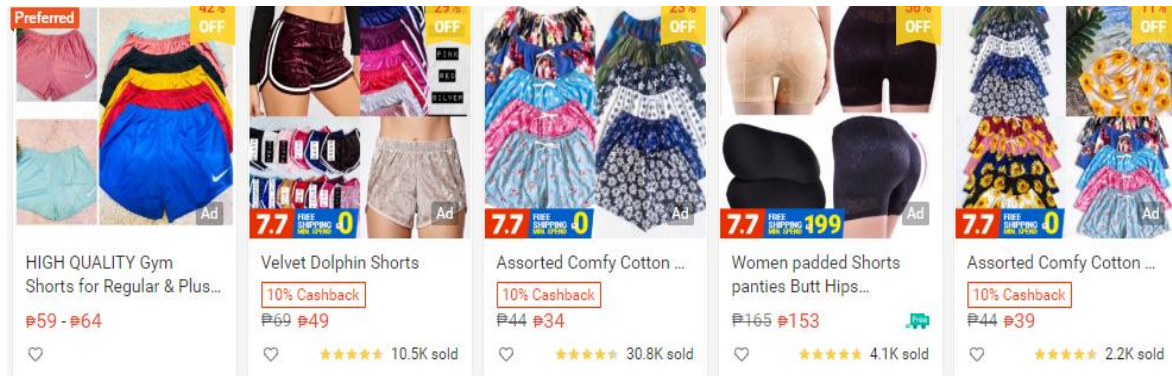


## 关键字产品分享

## Top 9 Keywords Products

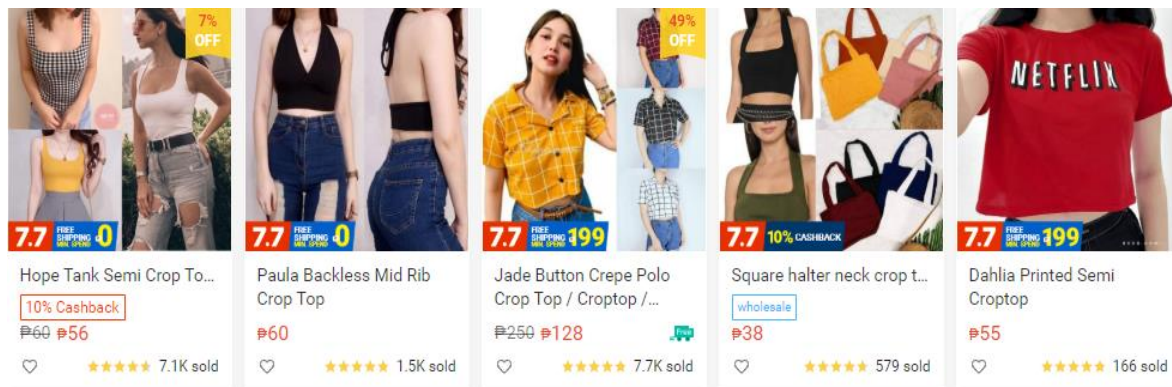
### 7. Shorts 短裤

- 目标价: ₱34 – ₱153



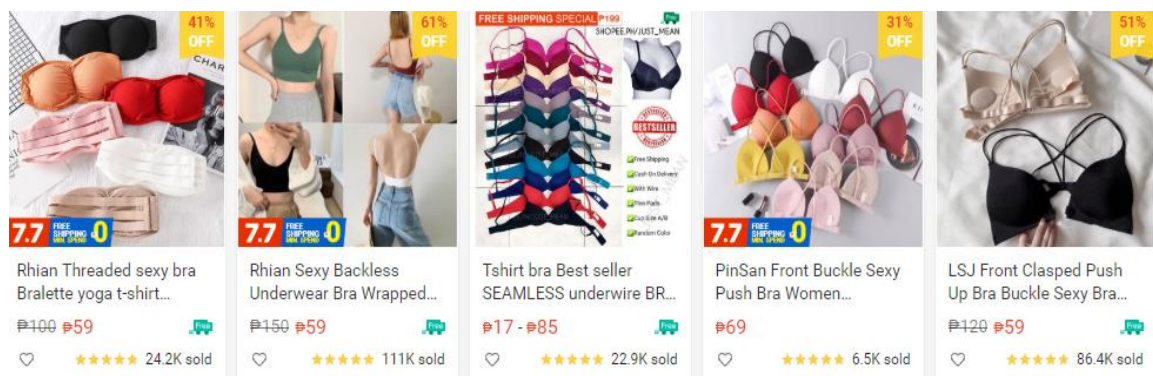
### 8. Crop Top 短衬衫

- 目标价: ₱38 - ₱128



### 9. Bra 内衣











- 目标价: ₱17 - ₱85






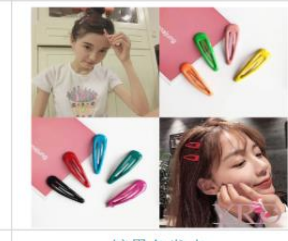






## 热卖P9 产品

## Top Peso 9 Products

 <p>7.7 FREE SHIPPING 199</p> <p>猫眼太阳镜</p>	 <p>7.7 FREE SHIPPING 199</p> <p>吊坠链</p>	 <p>7.7 FREE SHIPPING 199</p> <p>壁钩</p>	 <p>7.7 FREE SHIPPING 199</p> <p>马赛克太阳镜</p>	 <p>7.7 FREE SHIPPING 0</p> <p>除黑头贴</p>
 <p>7.7 FREE SHIPPING 199</p> <p>Micro充电线</p>	 <p>7.7 FREE SHIPPING 199</p> <p>维修保护膜液</p>	 <p>7.7 FREE SHIPPING 199</p> <p>生日蛋糕装饰</p>	 <p>7.7 FREE SHIPPING 199</p> <p>水果发夹</p>	 <p>7.7 FREE SHIPPING 199</p> <p> Oppo防指纹保护膜</p>

## 冷门P9 产品

## Bottom Peso 9 Products

 <p>7.7 FREE SHIPPING 199</p> <p>硅胶苹果手表壳</p>	 <p>7.7 FREE SHIPPING 199</p> <p>糖果色发夹</p>	 <p>7.7 FREE SHIPPING 199</p> <p>遮阳板夹</p>	 <p>7.7 FREE SHIPPING 199</p> <p>一次性手套</p>
 <p>7.7 FREE SHIPPING 199</p> <p>动物形杯垫</p>	 <p>7.7 FREE SHIPPING 0</p> <p>口罩储存夹</p>	 <p>7.7 FREE SHIPPING 199</p> <p>摇摇头娃娃</p>	 <p>7.7 FREE SHIPPING 199</p> <p>发带</p>

跨境闪购热卖产品 CB CFS Top Products

Lifestyle

<p><b>迷你彩色塑料花盆</b></p>  <p>Preferred 69% OFF</p> <p>7.7 FREE SHIPPING 199</p>	<p><b>硅胶面膜扣</b></p>  <p>Preferred 89% OFF</p> <p>Mask latex hook KIDS Adult Universal Size can be adjusted</p> <p>7.7 FREE SHIPPING 199</p>	<p><b>LED 装饰灯</b></p>  <p>Preferred 18% OFF</p> <p>7.7 FREE SHIPPING 199</p>
P29	P7	P320

<p><b>糕点袋+喷嘴</b></p>  <p>Preferred 50% OFF</p> <p>7.7 FREE SHIPPING 199</p>	<p><b>瑜伽垫</b></p>  <p>Preferred 50% OFF</p> <p>7.7 FREE SHIPPING 199</p>	<p><b>壁纸</b></p>  <p>new 36% OFF</p> <p>3D wall sticker</p> <p>7.7 FREE SHIPPING 199 new pattern</p>
P57	P199	P77

Electronics

<p><b>Micro 充电线</b></p>  <p>Preferred 78% OFF</p> <p>5A OPPO VOOC FLASH CHARGE 100% original</p> <p>7.7 FREE SHIPPING 199 WARRANTY</p>	<p><b>Oppo 手机壳</b></p>  <p>Preferred 50% OFF</p> <p>7.7 FREE SHIPPING 199</p>	<p><b>蓝牙耳机</b></p>  <p>HOT SALE 59% OFF</p> <p>7.7 FREE SHIPPING 199</p>
P66	P39	P134

<p><b>手机座</b></p>  <p>57% OFF</p> <p>7.7 FREE SHIPPING 199</p>	<p><b>随身碟</b></p>  <p>BIGGEST SALE OF THE YEAR 55% OFF</p> <p>7.7 FREE SHIPPING 199</p>	<p><b>有线耳机</b></p>  <p>100% Original 50% OFF</p> <p>Storage Box</p> <p>7.7 FREE SHIPPING 199</p>
P8	P199	P66

跨境闪购热卖产品 CB CFS Top Products

Makeup & Fragrances

<p><b>唇膏</b></p>  <p>₱39</p>	<p><b>指甲贴</b></p>  <p>₱7</p>	<p><b>眉毛膏组合</b></p>  <p>₱89</p>
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<p><b>眼影盘</b></p>  <p>₱528</p>	<p><b>睫毛夹</b></p>  <p>₱45</p>	<p><b>眼影粉</b></p>  <p>₱27</p>
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TKB

<p><b>竹炭布尿布</b></p>  <p>₱188</p>	<p><b>儿童袜子</b></p>  <p>₱7</p>	<p><b>BT21 钥匙扣</b></p>  <p>₱19</p>
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<p><b>可洗布尿垫</b></p>  <p>₱12</p>	<p><b>解压玩具</b></p>  <p>₱7</p>
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跨境闪购热卖产品 CB CFS Top Products

Health & Personal Care

<p><b>修复精华液</b></p>  <p>55% OFF</p> <p>7.7 FREE SHIPPING 199</p> <p>₱77</p>	<p><b>除黑头面膜</b></p>  <p>90% OFF</p> <p>7.7 FREE SHIPPING 199</p> <p>₱5</p>	<p><b>紫外线消毒包</b></p>  <p>29% OFF</p> <p>7.7 FREE SHIPPING 199</p> <p>₱2999</p>
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<p><b>吸黑头器</b></p>  <p>62% OFF</p> <p>7.7 FREE SHIPPING 199</p> <p>₱299</p>	<p><b>风油膏</b></p>  <p>32% OFF</p> <p>7.7 FREE SHIPPING 199</p> <p>₱5</p>
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Fashion

<p><b>女性内裤</b></p>  <p>19% OFF</p> <p>7.7 FREE SHIPPING 199</p> <p>₱42</p>	<p><b>内衣</b></p>  <p>69% OFF</p> <p>7.7 FREE SHIPPING 199</p> <p>₱55</p>	<p><b>防辐射眼镜</b></p>  <p>82% OFF</p> <p>7.7 FREE SHIPPING 199</p> <p>₱49</p>
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<p><b>手链</b></p>  <p>91% OFF</p> <p>7.7 FREE SHIPPING 199</p> <p>₱6</p>	<p><b>发带</b></p>  <p>75% OFF</p> <p>7.7 FREE SHIPPING 199</p> <p>₱19</p>	<p><b>丝巾</b></p>  <p>41% OFF</p> <p>7.7 [FREE] 199</p> <p>₱26</p>
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## 本地闪购热卖产品 Local CFS Top Products

### Health & Personal Care

<b>三层口罩</b>  <b>7.7</b> FREE SHIPPING <b>0</b> <b>₱129</b>	<b>洗发精</b>  <b>180 ml</b> <b>₱47</b>	<b>防护面罩</b>  <b>₱85</b>
<b>护肤液</b>  <b>₱170</b>	<b>卫生棉</b>  <b>₱80</b>	<b>薄荷吸入器</b>  <b>₱43</b>

### TKB

<b>玩具球</b>  <b>7.7</b> FREE SHIPPING <b>199</b> <b>₱5</b>	<b>儿童袜</b>  <b>7.7</b> FREE SHIPPING <b>199</b> <b>₱5</b>	<b>无袖上衣</b>  Sold Out <b>₱20</b>
<b>奶瓶奶嘴</b>  <b>7.7</b> FREE SHIPPING <b>199</b> <b>₱25</b>	<b>布尿垫</b>  <b>7.7</b> FREE SHIPPING <b>199</b> <b>₱17</b>	<b>布尿布</b>  Also selling Inserts (Sold separately) <b>7.7</b> FREE SHIPPING <b>199</b> <b>₱35</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 MIN. SPEND <b>199</b> <b>₱18</b>	<b>太阳能感器壁灯</b>  <b>7.7</b> FREE SHIPPING MIN. SPEND <b>199</b> <b>₱77</b>	<b>运动短裤</b>  <b>7.7</b> FREE SHIPPING MIN. SPEND <b>199</b> <b>₱77</b>
<b>窗帘</b>  <b>7.7</b> FREE SHIPPING MIN. SPEND <b>199</b> <b>₱70</b>	<b>雨伞</b>  <b>7.7</b> FREE SHIPPING MIN. SPEND <b>199</b> <b>₱72</b>	<b>可重复使用餐快</b>  <b>7.7</b> FREE SHIPPING MIN. SPEND <b>199</b> <b>₱19</b>

### Fashion

<b>睡衣</b>  <b>7.7</b> FREE SHIPPING MIN. SPEND <b>199</b> <b>₱50</b>	<b>凉鞋</b>  <b>7.7</b> FREE SHIPPING MIN. SPEND <b>199</b> <b>₱135</b>	<b>珍珠耳钉</b>  <b>7.7</b> FREE SHIPPING MIN. SPEND <b>199</b> Gold Plating <b>₱5</b>
<b>连帽外套</b>  <b>7.7</b> FREE SHIPPING MIN. SPEND <b>199</b> USE CODE: SSUKIN9S5 <b>₱110</b>	<b>运动裤</b>  <b>7.7</b> FREE SHIPPING MIN. SPEND <b>199</b> GET <b>₱100 OFF</b> USE CODE: SSUKIO679 <b>₱89</b>	<b>高腰瘦身内裤</b>  <b>7.7</b> FREE SHIPPING MIN. SPEND <b>199</b> <b>₱41</b>

## 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

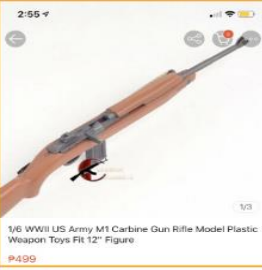
CB 卖家不能够出售枪支/玩具枪/枪支模型以及任何其他相关配件（例如子弹），会被平台禁止然后删除

**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)

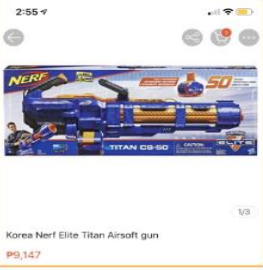
**Reason Code: Prohibited Listing**  
**Action: Delete**



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



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



Korea Nerf Elite Titan Airstrike 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。