

# Wellness Done Better!

Promote More of Your Health and Wellness Products Responsibly



- Health is personal, and every journey is unique. At TikTok Shop, we're committed to building an inclusive and informed community where everyone can access what they need to feel their best.
- When promoting **Health and Wellness products**, it's essential to do so responsibly. All content must comply with TikTok's Community Guidelines to ensure a safe and respectful platform for everyone.

## What's allowed



**Promoting/listing non-medical weight gain products** -  
E.g. milk, honey, supplements.



**Mentioning non-exaggerated weight loss or muscle gain effects in your promotional content/products.**

- Only permitted alongside broader health and wellness contexts.
- E.g. Creatine or protein powders emphasizing overall fitness or athletic performance, not purely aesthetics.



**Listing general health and fitness related products.**  
*Refer to the next image for more information.*

## What's not allowed

### Avoid listing these products:



Slimming and fat loss products.

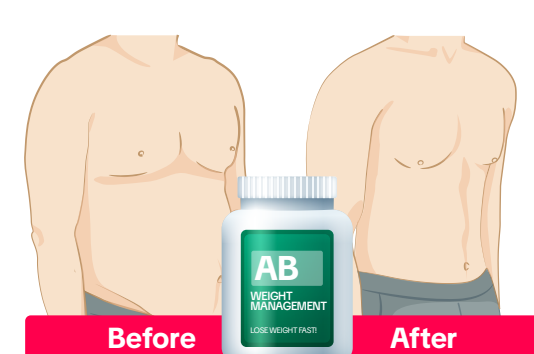


High-risk muscle gain products.

### Avoid making these claims:



Misleading Weight-Loss Claims.



Exaggerated Muscle- Building Claims.

 Swipe to learn more!

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Sellers



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# What's not allowed

Avoid selling or promoting these products:

- **Slimming and fat loss products** - E.g. Slimming pills, beverages, patches, creams, oils.
- **High-risk muscle gain products** - E.g. anabolic precursors, prohormones, growth hormone peptides.

## Slimming Supplements



## Slimming Drinks



## Medicines & Medicinal Products with Slimming effects



## High-risk Muscle Gain Products



## Dietary Supplements for Weight Loss



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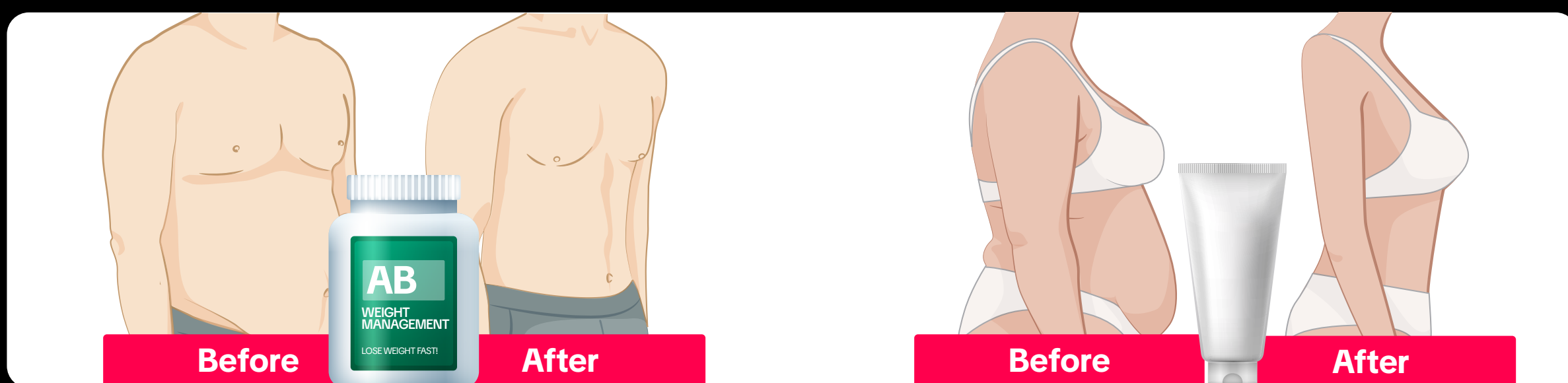
# What's not allowed



Avoid making these claims in Product Listings or Videos/Livestreams:



- **Exaggerated promises about weight loss, fat loss, or muscle gain** - E.g. "Easy weight loss", "Lose weight fast", "Burn fat immediately", "Suppresses appetite!", "Wear this waist belt and lose weight", "anti obesity", "Lose weight in 7 days", "Bulk up rapidly", "Quick and easy muscle gain".
- **Specify how much weight a person might lose from consuming a product** - E.g. "10kg has gone after using this product, my pants are now loose!", "Gain 10kg of muscle mass with this easy trick".



- **Include any media illustrating the "before and after" effect of a particular product on a person's weight** - E.g. "I went from 80kg to 70kg using this!", "Before and After" images showing changes in weight or body figure.
- **Shaming or negative messaging** - E.g. "Stop being fat!", "Make yourself skinnier and more attractive!"



Content that focuses mainly on weight loss or muscle gain claims may face traffic restrictions.

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# What products can I list on the platform?



The following **Health & Fitness** related products can be sold on TikTok Shop. We encourage **promoting general health benefits**, such as improved energy, flexibility or overall wellness. **Misleading or exaggerated claims** about weight loss or muscle gain are strictly **not allowed**.

Fitness Supplements

Protein Powder / High Protein Milk

Collagen Drinks

Low-Calorie / Low-Fat / Low-Sugar Food & Beverages

Child Supplements



You can list these products for sale regardless of whether weight management claims present in the listing or not.

Sports and Fitness Equipment

Clothes (e.g. Shapewear)

Products Related to Weight Tracking

Books and Fitness Tutorial Materials

Animal Supplements



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# What are best practices for promoting Health & Fitness products?

Here's how to promote responsibly:

- ▶ **Be balanced**  
Focus on the **range of health benefits**, not just weight loss or muscle gain. Always mention that results may vary!
- ▶ **Be realistic**  
Use **clear and honest** claims that reflect the true value of your product (e.g. "Strengthens natural defenses and boosts energy levels" rather than "Lose weight fast!"). **Promote healthy choices and active lifestyles!**
- ▶ **Be compliant**  
Follow all **product listing & content guidelines and applicable laws**. Avoid making misleading or exaggerated claims.

	Dont's	Do's
Health Supplements	<ul style="list-style-type: none"><li>"Contains L-arabinose for easier weight loss"</li><li>"Helps you gain 5kg of pure muscle"</li></ul>	<ul style="list-style-type: none"><li>"Boost natural immune defenses"</li><li>"Supports heart health"</li></ul>
Protein Powder/High Protein Milk	<ul style="list-style-type: none"><li>"Lose weight in your sleep"</li><li>"Bulk up overnight with our protein powder"</li></ul>	<ul style="list-style-type: none"><li>"Helps to maintain muscle"</li><li>"Helps with bone health"</li></ul>
Fitness Supplements	<ul style="list-style-type: none"><li>"Supercharge your weight loss"</li></ul>	<ul style="list-style-type: none"><li>"Improves athletic performance"</li><li>"Replenish essential amino acids"</li></ul>
Low Calorie/Fat/Sugar Food and Drinks	<ul style="list-style-type: none"><li>"Eat just these vegetable chips for extreme weight loss"</li><li>"Low sugar coffee helps you achieve drastic fat loss"</li></ul>	<ul style="list-style-type: none"><li>Contains stevia to "help your sweet tooth", "reduce sugar cravings"</li></ul>

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