

# **Merchant@amazon.co.jp**

## **Category, Product and Listing Guidelines**

### **(Pet Supplies)**

Below translation is for reference purpose only and if there is any conflict between the translation and the Japanese version, the Japanese version will control.

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# 1 Product registration guidelines

## 1.1 Product names

### Brand name + product name + specifications (color, size, flavor, type, species, growth stage, etc.)

Examples: アイムス ヘルシーナチュラル 子犬用 3kg、ペットキレイ ニオイをとる砂 5L (Iams Healthy Naturals for puppies 3 kg Pet Kirei Nioi wo toru Suna (odor-removing sand) 5 L)

- [Brand name] Provide the brand name (e.g., アイムス, ユニチャーム, etc.) (Iams, Unicharm)
- [Product name] Provide the product's name (e.g., ササミガム, ジャーキー). (Sasami Gum, Jerky)
- [Specifications] Provide relevant information on **color, size, flavor, type, growth stage**, etc.
- If the brand provides the same product line for different species of animals (e.g. for dogs and for cats), please add the species specific information on its product name to prevent customers from making purchase on unintended products.

Examples:

× サイエンスダイエット シニアプラス 2kg (Science Diet Senior Plus 2kg)

○ サイエンスダイエット シニアプラス 高齢猫用 2kg (Science Diet Senior Plus Cat Food 2kg)

### Important points

- Separate each entry with half-width spaces.
- Keep product names to within 50 full-width spaces (including spaces).
- Use half-width spaces.
- Do not use half-width katakana characters.
- Enter alphabetic letters, numerals, and hyphens as half-width characters.
- Do not use Type 1 High ASCII characters, other special characters, or machine-dependent characters.
- Do not include text or symbols that are not actually part of the product name.  
Inappropriate examples: “雑誌〇〇で大人気☆新型リード” or “〇〇お勧めのドッグフード”

(“New lead ☆A major hit in XX magazine” or “a dog food recommended by XX”)

## 1.2 Important points concerning registration

**(1) Do not include “セール、”(“sale,”) “OFF 率、”(“% off,”) “激安、”(“price slashed”) etc., in the product name. Use the following settings for these notations:**

Inappropriate examples:

- \*\*\*Sale on Dog Food \*\*\*
- \*\*\*70% off leads\*\*\*
- Prices slashed on pet toilet sheets

For “% off,” enter as below.

「メーカー希望小売価格」 (recommended-retail-price): manufacturer’s suggested retail price

「販売価格」 (item-price): regular retail price

「セール価格」 (sale-price): sale price

例

test ASIN pet

[test ASIN pet](#)

この商品の最初のレビューを書き込んでください

いいね (0)

参考価格: ¥ 50,000

価格: ¥ 10,000

セール品: ¥ 5,000

OFF: ¥ 45,000 (90%)

recommended-retail-price

Item price

Sale price

**(2) Do not include “送料無料 (free shipping),” etc., in the title. Use the following settings for these notations:**

Inappropriate example:

- Free shipping for air freshener

- When offering free shipping for a limited time:  
Provide notification using the promotion setting.

search results on the site:



Setting method : <https://sellercentral-japan.amazon.com/gp/help/60961>

- When offering free shipping for an unlimited time: Change the setting on the shipping fee overwrite setting.

Change method : <https://sellercentral-japan.amazon.com/gp/help/200212820>

### 1.3 Private Brand

In the event that you make original modifications to an off-brand product manufactured by another company and then list it as an original private-label product, we ask that you adhere to the following.

- 1) Print or engrave the brand name or brand logo on the product itself or its packaging.
- 2) Register an image in which item #1 can be clearly discerned.
- 3) List the brand name in the product name.
- 4) Register the applicable brand name in the brand name field.

\* In the case of clothing items, please adhere to the following.

Sew a label onto the product that lists the brand name, or attach a tag with the same information using a string, chain, tag pin, or other means.

Please be aware that all products that do not meet the conditions above must be listed as “off-brand products.” Only those products that are used in sporting events and activities should be listed in Sporting Goods. The following presents examples of products for which confusion often arises.

## 1.4 Drug for animal

### 1) License of selling drug for animal and matters

To sell the drug for animal, you need the permission of the veterinary drug license as stipulated under Pharmaceutical Affairs Act. Please indicate the following information in the appropriate attribute.

Your Information & Policies

The number of allowance license for drug for animal

Name of Pharmacist or Sales registrant

Business hours and the time you can correspond to non-business hours, contact information

Classification of drug

Note: If you sell designated drug you need to indicate the information of Pharmacist, if you sell drug for animal except for designated drug you need to indicate the information of pharmacist or sales registrant.

### 2) Necessary matters for detail page

You need to indicate the following information in the appropriate attribute.

- Item name

You need to enter **【動物用医薬品】** (drug for animal) at the end of the product title.

- Bullet point

Active ingredients and amount

Dosage and administration

- Item information

Effect-efficacy

- Product description

Instructions and directions for use

Cautions for storage and handling

You are obliged to give information if buyer needs advice. All medical products for animals must be compliant with the Pharmaceutical Law, other relevant laws and follow the instructions of the administrative agency responsible for the jurisdiction. Please see more details as follows:

<http://www.maff.go.jp/j/syouan/tikusui/yakuji/index.html>

[http://www.maff.go.jp/j/kokuji\\_tuti/tuti/t0000836.html](http://www.maff.go.jp/j/kokuji_tuti/tuti/t0000836.html)

## 1.5 Registering pet food products

If registering pet food\* on this site, you must comply with the Pet Food Safety Act (a law ensuring the safety of companion animal foods). Please ensure you fully understand this law and follow this guideline when registering products.

\* Relevant "pet food" refers to something eaten by dogs or cats (including treats, snacks, gums, supplements, mineral waters, etc. in addition to comprehensive foods and general foods) other than veterinary pharmaceuticals, etc. For information on veterinary pharmaceuticals, etc., please see 1.4 "Drug for animal" in this guideline.

### 1) Import sale of pet food

If importing pet food and selling it on this site, before doing so, you must report to the Ministry of Agriculture, Forestry and Fisheries Regional Agricultural Administration Office in the prefecture of your principal place of business.


## 2) Display of pet food

When listing pet food, please be sure to display the product's name, expiration date, raw ingredients, country of origin, and business's name and address in Japanese. Even imported products must be sure to display this information in Japanese. For each product be sure to display the information appropriately in accordance with the diagram below.

**ペットフードの表示**

◆ ペットフードの**名称、賞味期限、原材料名、原産国名、事業者名及び住所**について、**日本語**で表示することが義務付けられています。

＜表示例＞



**①名称**  
 ペットフードの商品名をいうが、犬用又は猫用であることがわかるように記載  
 ※商品名からは犬用か猫用かわかりにくい場合、商品名にその旨を併記するか、一括表示欄などに、例えば「成犬用総合栄養食」のように犬用か猫用かわかるような記載をすることも可能

**②賞味期限**  
 年月日又は年月により表示  
 例: 2010 08

**③原材料名**  
 原則として、使用した原材料(添加物を含む)をすべて記載  
 ペットフード安全法では、原材料名の記載順序は特に規定していませんが、消費者に対する適切な情報提供の観点からは、原則、多い順に記載することが望ましいでしょう  
 添加物として甘味料、着色料、保存料、増粘安定剤、酸化防止剤、発色剤が使われている場合は、添加物名と用途名の両方の記載が必要です  
 例: 酸化防止剤(ミックストコフェロール)  
 ↑ ↑  
 用途名 添加物名

**④原産国名**  
 実質的な変更をもたらす最終加工工程を完了した国

**⑤事業者名及び住所**  
 ・事業者の種別(製造業者、輸入業者、販売業者、製造者、輸入者、販売者のいずれかに限ります)  
 ・名称  
 ・住所  
 を表示してください

■ 成犬用総合栄養食  
 ■ 内容量: 10kg  
 ■ 与え方: 成犬体重1kgあたり1日〇〇gを目安として、1日の給与量を2回以上に分けて与えてください。  
 ■ 成分: 粗タンパク18%以上、粗脂肪5%以上、粗繊維質5%以下、粗灰分8%以下、水分12%以下

■ 賞味期限: 袋の底に年月で印字  
 (最初の4ケタが西暦年、次の2ケタが月)

■ 原材料名: 穀類(とうもろこし、小麦)、肉類(ビーフ、チキン)、野菜類(ほうれん草、にんじん)、ミネラル類(P, Ca)、ビタミン類(A, B, C)、酸化防止剤(ミックストコフェロール)

■ 原産国名: 日本

■ 製造者: ABCペットフード株式会社  
 〒100-0000 東京都千代田区〇〇町1-2-3

## 3) Pet food safety standards (Ingredient standards and production method standards)

Pet food must meet standards for ingredients and production methods prescribed in the Pet Food Safety Act.



For details on the above, please refer to the Ministry of Agriculture, Forestry, and Fisheries's "Information on Pet Food Safety".

Ministry of Agriculture, Forestry, and Fisheries, "Information on Pet Food Safety":  
<http://www.maff.go.jp/j/syouan/tikusui/petfood/>

## 1.6 Registration of therapeutic pet food

Register the phrase below in 「商品説明文」 (product description) .

「こちらの商品は、必ず獣医師の指導の下で与えてください。」

(Please give this food under the guidance of veterinarian.)

If therapeutic pet food fall under drug for pet, you need to observe the guideline 1.3 above.

Therapeutic pet food may fall under by form, purpose of use, effect-efficacy, dosage and administration. Please check the law by Ministry of Agriculture, Forestry and Fisheries of Japan.

## 1.7 Registration of parallel imports

Note: You must not enter a value into “manufacturer’s suggested retail price” (MRSP) of the inventory file or manufacturer’s suggested price in the Product Registration screen for parallel imports and imports you wish to sell in the parallel imports store.

## 1.8 Sales of living organisms

Register the product in the Living Organisms category and be certain to enter [生体] (living organism) at the end of the product title.

**Only living organisms (fish and shells, insects, crustaceans, amphibians, etc.) that are other than those designated in 1) and 2) below may be sold in the Pet Supplies store.**

- 1) Sales of alien species stipulated in the “Invasive Alien Species Act” and rare species stipulated in the “Act on Conservation of Endangered Species of Wild Fauna and Flora” are prohibited.
- 2) Sales of organisms made on the condition of registration with an animal handling business and compliance with advertising/display regulations are prohibited.

## 1.9 Registration of products with insufficient time before expiration date

As a rule, products having a “consume-by” date may not be sold if purchasing consumers are not given sufficient time to give the product to their pets. However, such products may be sold as “imperfect products” by listing them under an ASIN that is other than that appearing in the existing catalog in accordance with the following rules.

Product name: [Imperfect product] brand name product name specifications (content, flavor, type, etc.) expiration date

While it is best to provide the precise expiration date, if no precise date exists, provide the last day of the month prior to the month of expiration. (For example, if the indicated expiration date is October 2011, provide the expiration date as September 30, 2011).

Product explanation: Enter information concerning your own store here.

XX store will ship your order on (date) after receiving your standard order. Please make your purchase after checking the expiration date, being sure to note that a minimum of XX days will be required between the time of your order and the time of delivery.

## 1.10 Product quantity

If you will be selling product sets containing two or more items using the JAN/UPC/EAN code for single item sales, enter the package/set number (item-package-quantity) of the product. Also include the package number/set number/box number in the product name. The quantity will automatically be set as “1” if no value is entered.

Examples: サイエンスダイエット パピー 缶詰 幼犬・母犬用 165g (Science Diet Puppy canned for puppies and mothers 165 g) →item-package-quantity =1

サイエンスダイエット パピー 缶詰 幼犬・母犬用 165g \*12 個 (Science Diet Puppy canned for

puppies and mothers 165 g X 12 cans) →item-package-quantity  
=12

Setting a product package/set number (item-package-quantity) will result in the preparation of an ASIN based on the entered number.

Example :

[http://www.amazon.co.jp/s/ref=nb\\_ss?\\_mk\\_ja\\_JP=%83J%83%5E%83J%83i&url=searchhttp://www.amazon.co.jp/s/ref=nb\\_ss?\\_mk\\_ja\\_JP=%83J%83%5E%83J%83i&url=search-alias%3Daps&field-keywords=4901480130019&x=0&y=0alias%3Daps&field-keywords=4901480130019&x=0&y=0](http://www.amazon.co.jp/s/ref=nb_ss?_mk_ja_JP=%83J%83%5E%83J%83i&url=searchhttp://www.amazon.co.jp/s/ref=nb_ss?_mk_ja_JP=%83J%83%5E%83J%83i&url=search-alias%3Daps&field-keywords=4901480130019&x=0&y=0alias%3Daps&field-keywords=4901480130019&x=0&y=0)

\*This is an example for Office Products.

Because the maximum number of ASIN that can be prepared for one JAN code is 10ASIN, please register your products in accordance with the rules.