

Merchant@amazon.co.jp

Category, Product and Listing Guidelines

(Health & Personal Care)

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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About these guidelines

- Please be sure to comply fully with these Guidelines when registering a new product. Please note that Amazon Japan reserves the right to suspend the listing of any products that are not in compliance with the Guidelines.
- Please contact Technical Support if a catalog for a product you wish to register exists but is not in compliance with the Guidelines.

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Product registration guidelines

1.1 Product name

Brand name + product name + specifications (content, flavor, type, etc.)

Ex. ブルガリ プールオムエクストレーム オーデトワレ 100ml (BVLGARI pour homme Extreme eau de toilette 100m)

- Brand name: Provide the brand name (e.g., **ブルガリ**(BVLGARI), **ネイチャーメイド**(Nature Made), etc.)
Note: If the brand is an overseas brand, provide the English notation (katakana notation).
Example: BVLGARI (ブルガリ)
- Product name: Provide the product name (e.g., **プールオムエクストレームオーデトワレ**) (pour homme Extreme eau de toilette)
- Specifications: Provide the **content (volume), flavor type**, etc.

Important points

- Separate each entry with half-width spaces.
- Keep descriptions 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○○で大人気☆○○○サブリ” (XXXX supplement ☆ Featured in YY Magazine), “○○お勧めのサブリ” (Supplement 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 title. Use the following settings for these notations:

Inappropriate examples:

- ※セール※Amazon.co.jp サプリメント(*Sale *Amazon.co.jp supplement)
- ※70%OFF※Amazon.co.jp お勧めのサブリメント(*70% off *supplement recommended on Amazon.co.jp)
- 激安 Amazon.co.jp サプリメント(Supplement at a super discount on Amazon.co.jp)

For “% off,” enter MSRP→manufacturer’s suggested retail price, Sale 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 examples:

- 送料無料 TV○○で人気のサブリメント(Amazon supplement due in stock on July 20)
- When offering free shipping for a limited time: Provide notification using the promotion setting. 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.
Setting method: <https://sellercentral-japan.amazon.com/gp/help/200212820>

(3) Do not include “limited advance order,” availability date, etc., in the title. Use the following settings for these notations:

Inappropriate examples:

- 7/20 入荷予定 Amazon サプリメント(Amazon supplement due in stock on July 20)
- 限定販売 Amazon サプリメント(Supplement available on Amazon for a limited time.)

When offering advance order sales, list the product using the following setting method.
(Advance order sales are permitted only for a period of 30 days or fewer prior to the product’s release date.)

Release-date → Enter the product’s scheduled release date.

1.3 Product specifications and explanation

If the product is not an original that only your company offers, do not include statements suggesting that your company is the only one that offers it.

Inappropriate examples:

- ○○で購入すると粗品をプレゼント。(Receive a free gift when purchasing at XX.)
- ○○なら送料無料！！(Shipping is free if you purchase XX)

Information on the selling shop should be entered into “promotion setting” or “sales information,” not in the product specifications and explanation.

For sales information: <https://sellercentral-japan.amazon.com/gp/help/200182950>

1.4 Displaying Private Brands

Please observe the following guidelines when displaying non-in house generic brands, or individual private-brand products that display a degree of originality.

- 1) Print or press the brand name or logo onto the product’s package or the product itself.
- 2) Register an image where 1) can be clearly identified.
- 3) Write the brand name within the product name.
- 4) Register the proper brand name in the brand column.

Please be careful, as any product that does not meet the above guidelines will be displayed as a “Generic Product.”

1.5 Registration of products with insufficient time before expiration date

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

Product name: 品あり (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 provided by your 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.

1.6 Sales of perfume testers

Clearly state that the product is a tester in the title and that the product is being sold as a tester in the product explanation.

1.7 Displaying of Parallel imports

Regarding the display of parallel imports

Please follow the "registration of parallel import products" section on the "parallel imports" page below for parallel import goods.

<https://sellercentral.amazon.co.jp/gp/help/200936440>

Note: displayed products, even parallel imports, must strictly observe all laws, including the Electrical Appliance and Material Safety Act, and Household Goods Quality Labeling Act. Please be aware that products not strictly observing Japanese laws will not be displayed or marketed by Amazon.co.jp.

1.8 Regarding the Production, Sales, and Importation of Medical Supplies

With respect to the production and sales of drugs, quasi drugs, cosmetics, and medical equipment, as well as the domestic sales of imported versions of such products, each must meet the approval of the Minister of Health, Labour, and Welfare as defined in the chart below. In cases where a license has been issued for production and sales, please display the license number in the seller's information.

Types of drugs, quasi-drugs, cosmetics, and medical equipment	Types of licenses
Drugs defined by the Minister of Health, Labour, and Welfare per Article 419, paragraph 1.	Type 1 drug manufacture and marketing business license
Drugs not corresponding to the previous item	Type 2 drug manufacture and marketing business license
Quasi-drugs	Quasi-drug manufacture and marketing business license
Cosmetics	Cosmetic drug manufacture and marketing business license
Specially controlled medical devices	Type 1 medical device manufacture and marketing business license
Controlled medical devices	Type 2 medical device manufacture and marketing business license
General medical devices	Type 3 medical device manufacture and marketing business license

1.9 Sales of products for direct overseas shipping

*When shipping products directly to purchasers from overseas locations, you may not bill purchasers for customs duties after sending them a notification of shipment.

When shipping products directly from overseas sources, indicate [海外直送品 (direct overseas shipping)] in the product title and prepare an ASIN that is separate from that for products shipped from within Japan. In the conditions explanation for the product, indicate that the product will be sent directly from overseas.

Additionally, if the product to be sold is a parallel import, be sure to also note [並行輸入品] (parallel import)] in the product title.

Please see the following webpage for the definition of “parallel import.” https://sellercentral-japan.amazon.com/gp/help/help-page.html/ref=pt_200936440_cont_scsearch?ie=UTF8&itemID=200936440

Amazon.co.jp prohibits direct overseas shipping of the following items:

- Type 1 and type 2 drugs
- Drugs manufactured and sold overseas that require a prescription
- Scheduled drugs under the Pharmaceutical Affairs Act
- Items whose importation is prohibited by customs (<http://www.customs.go.jp/mizugiwa/kinshi.htm>)
- Tobacco
- Adult-oriented products
- Products sold by a private import agent (i.e., when a seller in Japan accepts a product order through Amazon.co.jp and then an overseas business ships the product directly)
- Products whose use requires expert advice or medical treatment
- Products designated by Amazon.co.jp as unacceptable as Health & Personal Care products View a list of items unacceptable as Health & Personal Care products here: https://images-na.ssl-images-amazon.com/images/G/09/rainier/help/NoParallelImportBrands_jp_beauty.xlsx
- Products whose sales are prohibited by Amazon.com

1.10 Important items and 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.**

Example: ザバス ホエイプロテイン 100 ココア味(SAVAS Whey Protein 100 cocoa flavor) 1kg → item-packagequantity =1
 ザバス ホエイプロテイン 100 ココア味(SAVAS Whey Protein 100 cocoa flavor) 1kg*3 boxes→item-packagequantity =3

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

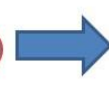
Example:

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=0&alias%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. Please note that registering products in excess of this limit could result in the deletion of products.

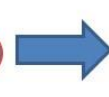
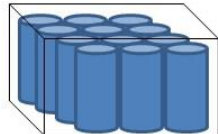
パターン①
単品JANを単品で販売したい



記入例		
JAN区分	販売単位の種類	販売単位の数量 (1po)
単品JAN	単品販売	1

販売単位に対するJAN区分あたりの梱包数↑

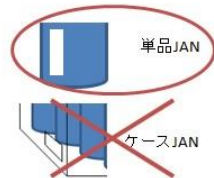
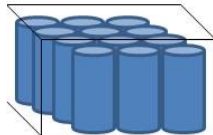
パターン②
ケースJANをケースで販売したい



記入例		
JAN区分	販売単位の種類	販売単位の数量 (1po)
ケースJAN	ケース販売	1

販売単位に対するJAN区分あたりの梱包数↑

パターン③
ケース販売したいが、単品JANしか取得できない



記入例		
JAN区分	販売単位の種類	販売単位の数量 (1po)
単品JAN	ケース販売	12

販売単位に対するJAN区分あたりの梱包数↑

Note: Please note that sales of single items using a case JAN are not permitted.

Image guidelines

*All images registered in the catalog must comply with all terms and conditions of applicable use guidelines (including these Guidelines) and agreements, and possess rights required for posting or have received appropriate permission for posting.

Image guidelines established by Amazon.co.jp: <https://seller-central-jp-onebox.amazon.com/gp/help/help.html/375-3878816>https://seller-central-jp-onebox.amazon.com/gp/help/help.html/375-3878816-5887430?ie=UTF8&ref=pt_1881_cont_17771&itemID=1881&language=ja_JP5887430?ie=UTF8&ref=pt_1881_cont_17771&itemID=1881&language=ja_JP

Important items concerning images

1. Be sure to register a main image for your product.
2. Main images must not include lettering, people, etc.

*Please be sure to abide by the two items above.

Amazon.co.jp reserves the right to delete, based on its own discretion, any images found to contain lettering, people, etc.

(1) Search results and main images

Registered main images are displayed in search results and product details pages. Sub images are displayed in the main image space of the product page when clicked.



ディアナチュラ29 アミノマルチビタミン&ミネラル 150粒
アサヒフード&ヘルスケア

★★★★☆ (15件のカスタマーレビュー) いいね (9)

参考価格: ¥1,659

価格: ¥1,200 通常配送無料 [詳細]

OFF: ¥459 (28%)

→ メイン画像



→ サブ画像

Example of images requiring improvement: The lack of a main image weakens the product's appeal and could negatively impact on sales.

ヘルス&ビューティー・クレベリン®「クレベリン®」

15件の検索結果を表示

並べ替え: キーワードに関連する商品

Item	Image Status
クレベリンマイスティック 1本 ¥526 ¥446 Amazonプライム会員: ¥401 14時 以内に「お急ぎ便」でご注文いただくと、2019年16 未曜日 までにお届けします。 ★★★★☆ (20) 通常配送無料	Image present
(unknown) クレベリンゲル 60g ¥980 10点在庫あり、ご注文はお早めに。	Image missing (Red X)
(unknown) クレベリンゲル 150g ¥1,980 10点在庫あり、ご注文はお早めに。	Image missing (Red X)

Appropriate examples: Registering a main image aids customers' decision-making and helps motivate them to buy.

For these reasons, be sure to register a main image.



(2) Register at least one image (main image) for each product.

(3) Register as many sub images as possible (up to a total of 8).

Providing numerous images rather than just one better highlights the product's characteristics. This can help motivate customers to buy and enhance their understanding of the product. Use sub images whenever possible to give customers the information they need to make a purchase.

(4) Use a pure white background in the main image (RGB 255,255,255).

*Images that do not have a pure white background cannot be used. (Please refer to the examples below.)

Acceptable image:



Exceptions

- (a) If the product's outline will be hard to see against a white background because its own color is white, or if the product's size or characteristics will be difficult to discern without a background, photograph it using a faintly colored background (e.g., blue, gray, etc.).
Examples: Tofu (see below), white fish, cheese, tapioca, white chocolate, etc.
- (b) If a manufacturer-supplied image was prepared with a background color that is other than white, the image may be used so long as the color is a faint blue, gray, etc.

Examples of acceptable exceptions:



(5) Make the image's margins as small as possible.

Recommended size: Image with 500 pixels or more on one side

Posting an image that is much smaller than the recommended size will make the product look extremely small within the image display. Prepare your images so that the product makes up at least 85% of the entire image.

Unacceptable image:



(6) Make sure the image shows the product being sold only.

*Including trimming, text, models, illustrations, outdoor backgrounds, and price displays in the image is prohibited in all cases. Additionally, close-ups that add highlights, shadows, etc., may not be used.

*As necessary, photograph the product so that its title and brand can be seen clearly.

Unacceptable images:



Acceptable image:



Please be aware that Amazon.co.jp reserves the right to delete from its site registered images that are in violation of these Guidelines without prior notice.

Also, please note that these Guidelines may be corrected or added to as the need arises. Please check the latest version of the Guidelines on a routine basis.

Regarding the Sales of OTC Drugs

Only sellers who have passed an OTC drug sales review as defined by Amazon.co.jp will be approved to sell OTC drugs. If any such products are sold before the aforementioned review, as a violation of the guidelines, sales of the relevant products may be eliminated without warning, and the seller's account may be suspended.
OTC Drug Sales Review Process

- ① Sellers who would like to undergo an OTC drug sales review must add the information below to their seller information, and then contact seller support regarding the steps below, which must be done via seller central, after preparing the necessary documents. (The sales review usually takes about 1 week.)

Review Contact Information

Help→Contact Technical Support→Account Settings→Submitted Documents for Adding Services or Programs (please send as an attachment via seller central)

1. Pledge for OTC drug sales
Please download the pledge from [here](#).
2. Either of the following copies of the necessary licenses for selling OTC drugs
 - a. Retail
 - b. Type 2 drug marketing business license
 - c. Permit to establish a pharmacy
3. Copy of special sales notification (with the administration's seal of approval)
4. Exterior photo of the actual retail store

② Necessary Items to Post

Please post the following information in the seller's information section.

Article 1 Items Related to the Store's Management and Operations	
1	Each type of license (e.g., retail)
2	The seller's name or name of corporate entity and other information that must be posted regarding marketing licenses *<Items to post for retail licenses> •Name of the person or corporate entity who established the store (the license holder) •License number •Date of issuance •Expiration date
3	Name of the store manager
4	Each pharmacist who works at the corresponding drug store and each registered seller AND their names and duties
5	Types of OTC drugs carried
6	Explanation of the differences between the name tags of those who work at the corresponding drug store
7	Store hours, hours outside of the regular store hours when customers can place inquiries, and hours outside of the regular store hours when orders to purchase drugs are being accepted
8	Phone numbers and other contact information for inquiries and emergencies
9	Photo of the main exterior of the actual store
10	Photographs that allow for verification of the OTC drugs on display

11	On the list of pharmacists currently working and registered sellers, posting a shift chart is also possible
12	If the hours when the store is closed and the hours of online sales are different, then show each separately
13	Display the minimum expiration date in terms of after xx days
Article 2 Items Related to Special Sales Notification	
1	<p><Items related to special sales notification></p> <ul style="list-style-type: none"> • License number and date of issuance • Name of store • Location of store • Summary of sales methods Advertising methods: Delivery methods: • Date of notification • Entities notified
Article 3 Items Related to the System for OTC Drug Sales	
1	Definitions and explanations of pharmacist's intervention required medicines, type 1 drugs, type 2 drugs, and type 3 drugs
2	Explanation of the charts for pharmacist's intervention required medicines, type 1 drugs, type 2 drugs, and type 3 drugs
3	Explanation of the information offered regarding pharmacist's intervention required medicines, type 1 drugs, type 2 drugs, and type 3 drugs
4	Explanation of the display for type 2 designated drugs
	When considering to purchase type 2 designated drugs, confirm the contraindications of the relevant type 2 drugs and recommend consultation with a pharmacist or registered seller regarding the use of the relevant type 2 drugs
5	Explanation of the display for OTC drugs
6	Explanation of the system by which drugs help or prevent damage to our health
7	Measures to ensure the proper handling of personal information
8	Other required items

About the Display of Products

Regarding drugs, **the seller cannot independently create a new registration for any product.**

Displays will only be approved for products included in the OTC drug sales list in the link below.

http://g-ecx.images-amazon.com/images/G/09/rainier/help/OTC_Drug_List_TTH.xlsx

When displaying products featured in the OTC drug sales list, please display the products after registering the required items below.

Product image	Register images that follow the image guidelines and are owned by the seller	Needed
Product sub-image	Include an attached description	Recommended
Cautions for use	Post your company's pharmacists, contact information, and store hours.	Needed
Exemption from liability	If your company's pharmacists have anything to say about the products, please include it.	Needed
Explanation of product conditions	Post the seller's pharmacists, contact information, and store hours.	Needed

Note: items 1~4 displays information for sellers who have a Shopping Cart feature

If you would like to display a product that is not listed in the OTC drug sales list, please contact the email address below.

jp-hpc-am-contact@amazon.com

[About Product Images](#)

*In following the user agreement and contract, including these guidelines, all of the images registered on the catalogue require the necessary rights to be reproduced or permission to be reproduced.

Image guidelines set by Amazon.co.jp:

https://seller-central-jp-onebox.amazon.com/gp/help/help.html/375-3878816-5887430?ie=UTF8&ref_=pt_1881_cont_17771&itemID=1881&language=ja_JP

Points to be careful about regarding images

1. With no exceptions, make sure to register the main image.
2. The main image cannot include text or persons.
3. Use a pure white background for the main image.

[Points to Be Careful About When Selling Products](#)

1. About the unit sales limit for OTC drugs with risk for abuse

In the case of OTC drugs that have as active ingredients ephedrine, codeine (limited to antitussives and expectorants), dihydrocodeine (limited to antitussives and expectorants), bromisoval, pseudoephedrine, and methylephedrine (limited to internal use liquid medicines that are antitussives and expectorants), we ask every seller to take the measures needed to ensure proper use, such as setting a unit purchase limit or by confirming the name and age of the person via email when you suspect a young person is making the purchase. Please check the following link regarding drugs that are at risk for abuse.

<http://www.mhlw.go.jp/file/05-Shingikai-11121000-Iyakushokuhinkyoku-Soumuka/0000037186.pdf>

2. About posting the minimum expiration date

We ask drug sellers to post minimum expiration dates on their seller information pages.

Ex: The shortest expiration date for the drugs we sell is after xx days.

3. For shipped products, include: the specialist's name/store name/phone number, etc.

When shipping products, include a notice indicating the pharmacist who prepared it, the name of registered seller, and the store's name, telephone number, or other contact information.

About products forbidden from being displayed

The products below are forbidden from being displayed.

If displaying of any of these products is confirmed, your drug displaying privileges may be suspended and your account closed.

1. Pharmacist's intervention required medicines and type 1 drugs
2. OTC drugs not approved for sale by this site
3. Ethical pharmaceuticals
4. Unapproved drugs

Points of Concern

Regarding the points of concern for sales of OTC drugs on the basis of the revised Pharmaceutical Affairs Law, we ask that you read the revised Pharmaceutical Affairs Law and its enforcement rules as well as other notices and Q&As announced by the Ministry of Health, Labour, and Welfare and observe the laws and ordinances.

- Regarding the laws and enforcement that have revised part of the Pharmaceutical Affairs Law and Pharmacists Act (Pharmaceutical and Food Safety Bureau Notice 0310 No. 1)
<http://www.mhlw.go.jp/bunya/iyakuhin/ippanyou/pdf/140314-1.pdf>
- Regarding Q&As for the drug sales industry (contact information)
<http://www.hourei.mhlw.go.jp/hourei/doc/tsuchi/T140402I0020.pdf>
- Regarding Q&As for the drug sales industry (part 2) (contact information)
<http://www.mhlw.go.jp/bunya/iyakuhin/ippanyou/pdf/140507-1.pdf>
- For any other questions about the revised Pharmaceutical Affairs Law, please directly consult the local municipality offices. <http://www.mhlw.go.jp/bunya/iyakuhin/ippanyou/131218-1.html>

About the Sales of Medical Equipment

Please observe the below when selling medical equipment. If not observed, as a violation of the guidelines, displays of corresponding items may be eliminated without warning and your account may be suspended without warning.

[About Sales of Specially Controlled Medical Devices and Specially Designated Maintenance Required Medical Device]

Anyone wanting to sell specially controlled medical devices or specially designated maintenance required medical device must obtain a license, for each business location, from the governor of the prefecture where the business exists. **Without exception, make sure to include the license number with your seller information.**

[About Sales of Controlled Medical Devices]

Anyone wanting to sell controlled medical devices must, for each business location, send a notification to the governor of the prefecture where the business exists. **When an acceptance of notification certificate has been issued, please display with your seller information the notification number and the items required by the administration of the prefecture.**

Reference Materials

Pharmaceutical Affairs Law <http://law.e-gov.go.jp/htmldata/S35/S35HO145.html>

Pharmaceutical Affairs Law Enforcement Regulations <http://law.e-gov.go.jp/htmldata/S36/S36F03601000001.html>

About Registering Contact Lenses

Since Amazon.co.jp has created a catalogue for products from major brands, we ask that you check the contact lenses product list and display the ASIN included in the list.

Contact lenses product list:

http://g-ecx.images-amazon.com/images/G/09/rainier/help/ContactLens_List.TTH.xlsx

How to Register Contact Lenses on the Product List

1. Download the L shipping file
2. From the contact list, check the JAN code, and confirm the ASIN for the product you would like to display
3. Include the items below in the file
 - a. For SKU, put any SKU
 - b. Price = retail price
 - c. Quantity = number in stock
 - d. Product-id = **ASIN number** (include the ASIN indicated on the list)
 - e. Product-id-type = **ASIN**
 - f. Condition-type = New
 - g. Include any other recommended items
4. From seller central...

Inventory > batch product registration by upload > select category: separate inventory file/display file (L)/price and quantity changes file (general purpose version), then choose the file and upload.

Registration Rules for Products Not on the List

It is possible to display and register products not featured in the list created by Amazon.co.jp.

(As for products with the same JAN or IPQ, please display them on the list.)

When registering a product that is not on the list, please follow the rules below to register the product.

1. Regular contact lenses (excl. color contacts)

- a. Add [BC] (base curve) to the parent ASIN, and set variation by adding [PWR] (power) to the child ASIN
- b. For the variation theme, select Flavor (type)
- c. Include any other information ([DIA] diameter or medical device approval number) in the product use and product explanation sections

Sample Product Names

Parent ASIN: 2-Week Acuvue2 [BC] 8.3

Child ASIN: 2-Week Acuvue2 [BC] 8.3 [PWR]-0.50

<http://www.amazon.co.jp/dp/B0013IMA88>

2. Contact lenses for astigmatism

- a. Add [BC] (base curve) [astigmatism value] [astigmatism axis] to the parent ASIN, and set variation by adding [PWR] (power) to the child ASIN
- b. For the variation theme, select Flavor (type)
- c. Include any other information ([DIA] diameter or medical device approval number) in the product use and product explanation sections

Sample Product Name

Parent ASIN: Medalist 66 Toric [BC] 8.5 [astigmatism value] -0.75 [astigmatism axis] 10

Child ASIN: Medalist 66 Toric [BC]8.5 [astigmatism value] -0.75 [astigmatism axis] 10 [PWR] 0.00

<http://www.amazon.co.jp/dp/B00I8CZU5W>

3. Color contact lenses (with prescription)

- a. Add [BC] (base curve) and [color] to the parent ASIN, and set variation by adding [PWR] (power) to the child ASIN
- b. For the variation theme, select Flavor (type)
- c. Include any other information ([DIA] diameter or medical device approval number) in the product use and product explanation sections

Sample Product Name

Parent ASIN: Eye Coffret 1-Day UV(10 lenses) [BC] 8.7 [color] natural make

Child ASIN: Eye Coffret 1-Day UV(10 lenses) [BC] 8.7 [color] natural make [PWR] -0.50

<http://www.amazon.co.jp/dp/B00I7LUY6Y>

4. Color contact lenses (without prescription)

- a. Add [BC] (base curve) and [PWR] (power) the parent ASIN, and set variation by adding [color] to the child ASIN
- b. For the variation theme, select Color
- c. Include any other information ([DIA] diameter or medical device approval number) in the product use and product explanation sections

Sales of adult-oriented products

Although, in general, Amazon.co.jp prohibits the sale of adult-oriented products, those **products that Amazon.co.jp has approved** may be sold.

Amazon.co.jp allows the sale of cosplay products (costumes), sexy lingerie, and some adult-oriented products in the Health & Personal Care store.

Adult-oriented products are approved for listing only in those product catalogs that are designated by Amazon.co.jp. You may not register adult-oriented products on your own. Please access the following link for a list of allowed products.

Link: https://images-na.ssl-images-amazon.com/images/G/09/rainier/help/adutl_items_All.xlsx

Adult-oriented products may only be sold within the Adult store and to customers who have confirmed they are of legal age.

For cosplay products (costumes) and sexy lingerie, only those products found in the following browse nodes established by Amazon.co.jp may be sold.

Please be aware that Amazon.co.jp **will delete all products that are not found in the following designated browse nodes.**

Node ID	Browse path	Type
171288011	Health & personal care/adult goods	B
2132574051	Health & personal care/adult goods/adult underwear	B
2132579051	Health & personal care/adult goods/adult underwear/garters	L
2132578051	Health & personal care/adult goods/adult underwear/stockings	L

2230475051	Health & personal care/adult goods/adult underwear/nightdress	L
2230468051	Health & personal care/adult goods/adult underwear/brassiere	L
2230467051	Health & personal care/adult goods/adult underwear/babydoll	L
2230476051	Health & personal care/adult goods/adult underwear/petticoat	L
2132575051	Health & personal care/adult goods/adult underwear/men's sexy inner	L
2230473051	Health & personal care/adult goods/adult underwear/lingerie set	L
2230472051	Health & personal care/adult goods/adult underwear/leotard bodystocking	L
2132576051	Health & personal care/adult goods/adult underwear/ladies' sexy shorts	L
2132568051	Health & personal care/adult goods/costume	L
2132569051	Health & personal care/adult goods/costume parts	L
2132570051	Health & personal care/adult goods/costume parts/apron	L
2132572051	Health & personal care/adult goods/costume parts/cuffs	L
2132573051	Health & personal care/adult goods/costume parts/socks	L
2132571051	Health & personal care/adult goods/costume parts/cat ears	L
169940011	Health & personal care/adult goods/コンドーム	L

Definitions of “cosplay product (costume)” and “sexy lingerie” in the Health & Personal Care store

Costume

A costume that does not belong in the Toys category and is not for the purpose of participation in cosplay events or dressing as a character.

Please read the [product registration guidelines \(cosplay products\)](#) for details on registering products in the Toys category.

Sexy lingerie

Lingerie whose images, product name, or product explanation suggest that it is for use in sexual/adult activity or, even if not so suggested by the name, explanation, etc., is for adult activity rather than for wearing as underwear.

(1) Image guidelines for sales of cosplay products and sexy lingerie

In the Health & Personal Care store, main images of cosplay and lingerie products may feature models. However, images showing models wearing transparent material in which genitalia or breasts/nipples are visible and provocative images of an indecent or sexual nature are not allowed.

- Amazon.co.jp reserves the right to interpret and decide whether images and poses might be seen as indecent or in bad taste. Please be aware that Amazon.co.jp may immediately delete images that it deems to be inappropriate or objectionable.
- Sellers must use portraits strictly within the scope of license granted by the model or the organization that possesses the model's portrait rights.

- Sellers must extend to Amazon.co.jp and its affiliates compensation, protection, and exemption from responsibility pertaining to claims, judicial decisions, damages, and/or expenses (including rational legal fees) arising from lawsuits or claims of infringement on portrait rights by a third party.

(2) Product registration guidelines for cosplay products and sexy lingerie

- Please observe the following important items concerning product registration.
 - 1) **Be sure to select the designated browse node and register the product by attaching the adult flag.**
 - 2) Select the branch node only when an appropriate leaf node does not exist.
 - 3) When registering a costume, enter the product category (Style_Name) . However, there is no need to enter this if a relevant category does not exist.

(3) Product registration guidelines for adult-oriented products

Only those adult-oriented products that are permitted by Amazon.co.jp may be sold. Please note that Amazon.co.jp will delete any products it finds that are not on the list of allowed products without prior notice.

- 1) When registering a product, check the JAN code and product title in the list of allowed products and register the product in an existing catalog.

https://images-na.ssl-images-amazon.com/images/G/09/rainier/help/adutl_items_All.xlsx

***Amazon.co.jp reserves the right to delete expressions, image displays, and node designations that do not comply with the above rules without prior notice. Amazon.co.jp may terminate the sales of a pertinent product in the event that no corrective action to a display is made following issuance of a warning by Amazon.**