



Merchant@amazon.co.jp
Category, Product and Listing
Guidelines
(Beauty)

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About this document

- For the convenience of Buyers, please add products in compliance with this guideline. Please note in advance that if information added is not in adherence, Amazon may restrict display on the website, delete products, or suppress offers.
- Please reach out to Seller Support if there are any questions or concerns about this guideline, or if an existing product in the catalog does not adhere to this guideline.
- This guideline is specific to Beauty category.
- Please note that you must adhere to all of the common guidelines shared amongst all categories, that are published on Seller Central. However, information from this guideline will be taken into account as priority for any duplicate content.

Guideline for all categories :

<https://sellercentral.amazon.co.jp/gp/help/help-page.html/?itemID=200329080>

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Product Registration Guideline

1.1 Product Title

Brand Name + Product Name + Specification (volume ·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

- [Brand Name]Enter brand name such as **ブルガリ、ネイチャーメイド**
Cation: For overseas brands, display as Katakana (English)
 Example: ブルガリ (BVLGARI)
- [Product Name]Enter product name such as **プールオムエクストレームオーデトワレ**
- [Specification]Enter information such as volume, flavor, type

Caution

- Separate each section with single-byte spaces
- Including spaces, keep the value under 50 double-byte characters
- Spaces must be single-byte
- Single-byte katakana cannot be used
- Alphanumeric characters and hyphens must be single-byte
- Type 1 High ASCII characters, other special characters, or other platform-dependent characters cannot be used
- Do not include any phrases or symbols unrelated to the original product name
 Unsuitable Example : 「雑誌○○で大人気☆○○○○化粧品」「○○お勧めの化粧品」
- Product offers with phrases such as “New Model, New, Mail Delivery, Special Price, Discounted, Free Shipping” will be restricted.

1.2 Registration Precaution

- ① **Do not include phrases such as [セール(Sale)、OFF 率(N% off)、激安(BARGAIN)] in the Title. Instead, follow the procedure below:**

Unsuitable Example:

- ※セール※Amazon.co.jp 化粧品
- ※70%OFF※Amazon.co.jp お勧めの化粧品
- 激安 Amazon.co.jp 化粧品

- ② **Do not include phrases such as [送料無料(free shipping)] in the Title. Instead, follow the procedure below:**

Unsuitable Example:

- 送料無料 TV○○で人気の化粧品 (Free Shipping As Seen on TV Toner)
- For limited time offer of free shipping: Announce using Promotion Settings

Setting Method : <https://sellercentral.amazon.co.jp/gp/help/201958690>

- For unlimited free shipping : Update shipping settings

Update Method :

<https://sellercentral.amazon.co.jp/gp/help/GGLVN6Y9PZ6W4NSD>

<https://sellercentral.amazon.co.jp/gp/help/201834090>

1.3 Request UPC exemption

Request UPC exemption or apply for Brand Registry, and enter accurate part number in the manufacturer part number column. If the manufacturer part number is not entered, the product cannot

be offered. In addition, if the provided manufacturer part number is incorrect, the product may not be offered as new product. For more information, please click [here](#). (To access, sign-in is required.)

1.4 Bullet Points and Product Description

For products that are not original, information that only applies to your business cannot be added.

Unsuitable Example :

- ○○で購入すると粗品をプレゼント。(If purchased from XX, additional gift included)
- ○○なら送料無料！！ (Free shipping from XX store!!)

1.5 Selling Parallel Imported Products

For Parallel Imported Products, follow the section “Selling Parallel Import Products” of below Help Page: <https://sellercentral.amazon.co.jp/gp/help/200936440>

Note: If you import cosmetics manufactured or sold overseas into Japan or purchase imported cosmetics, and list and sell on our website and ship such cosmetics within Japan (including when using the Fulfillment by Amazon), you are required to satisfy the following requirements under the Pharmaceuticals and Device Act (*).

- (1) To obtain a cosmetics marketing license before importing and marketing cosmetics in Japan; and
- (2) To put the following statutory description in Japanese on the cosmetic bottles and containers. When cosmetics are packed in an opaque box, the same description is also necessary to be attached to the box or wrapping paper.
 - Name and address of holder of marketing authorization
 - Name of cosmetics
 - Serial number or serial code (so-called lot number)
 - Name of ingredients (so-called all ingredient-labeling)
 - Expiration date
 - Other items required by the Pharmaceuticals and Device Act

However, the requirement listed in (1) above is not necessary to be satisfied when purchasing imported cosmetics and listing them on our website.

Please refer to the following websites for details.

<https://sellercentral.amazon.co.jp/gp/help/200164470>

http://www.tokyo-eiken.go.jp/k_yakuji/i-kanshi/cosme/c_label/

(* Act on Securing Quality, Efficacy and Safety of Products Including Pharmaceuticals and Medical Devices (Act No. 145 of 1960, as revised)

1.6 Selling Overseas Direct Imported Products

※When products are directly imported, custom duties cannot be charged to buyers after sending shipment confirmation.

When directly shipping products from overseas, please adhere to the below.

Add [海外直送品] to the Product Title, and create a separate ASIN from same product being shipped from Japan.

For products directly shipped from overseas, even if there is a seemingly identical product distributed within Japan, the two products cannot be recognized as identical products. Therefore, adding prices advertised widely to consumers or retailers overseas as list price is prohibited.