

SEO SOP: Prohibited Amazon Terms & Phrases with Creative

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Prohibited Amazon Terms & Phrases with Creative



Who is this for? This SOP is for individuals who want to optimize their product listing content copy while ensuring adherence to Amazon's policies.



Objectives:

- To ensure that the product listing content copy is both compliant with Amazon's policies and effective in promoting the product
- To be able to recognize Amazon's thinking in writing and design
- To be able to assess content for possible suppressions

NOTE: This SOP is to be used with [Phrases for Amazon Copy and Search Terms - Words You Can't Use](#)

General Checklist

- The listing does not have any absolute boastful statements such as “the best” or “perfect”? It can say “one of the best”.
- The listing cannot make claims that are not true.
- The listing cannot mention either directly or indirectly an illness or disease for humans and animals.
- The listing cannot mention a specific benefit or treatment (such as antibacterial, growth, energy, or healing) that is not backed by recent certifications from the appropriate government organization filed with the brand.
- Are statements putting the reader in a positive light, with no assumption of health issues, age, disease, or negative imaging?
- Are all claims, such as organic or recyclable, backed by a government-recognized and certified 3rd party organization?
- If it is ingestible, are there clear ingredients and content information?
- There should be no comparison made to another brand, including “unbranded” and “generic”.
- Is the account approved by Amazon to state guarantees or warranties?
- Is everything on the product page specific to the product and free of hype-inspired content, such as “green” or “eco-friendly”?
- All jewelry statements must be 100% accurate and are subject to Amazon inspection and grading.
- The listing cannot mention or compare other products, even “other” or “unbranded” (competitive call-outs)

Supplements

- [Amazon Guidelines](#)
- [SOP on Disease, Medical & Pathogens Claims of the United States of America \(USA\)](#)

- SOP on Disease, Medical & Pathogens Claims of Canada (CA)
- SOP on Mental Health Disorder and Sleep Disorder Claims

1. The Food and Drug Administration (FDA) must approve a product for sale that intends to be used for the diagnosis, cure, mitigation, treatment, or prevention of disease in humans or animals.
2. You must provide Amazon with documents to support any claim you include in a listing. These should include scientific evidence such as the results of tests or other research carried out by experts in the proper field. Claims that need supporting proof include those that say a product:
 - a. Is anti-microbial (see pesticides)
 - b. Is anti-bacterial (see pesticides)
 - c. Is organic
3. Supplements must be labeled in English with the following information:
 - a. The name of the dietary supplement
 - b. The total quantity or amount of the dietary supplement, such as 100 tablets, 5 mg, 6 oz
 - c. A “Supplement Facts” panel
 - d. The ingredient list
 - e. The name and address of the manufacturer, packer, or distributor
4. Supplement labels must not state that the products cure, mitigate, treat, or prevent a disease in humans unless that statement is approved by the FDA
5. Supplements must not claim that the products have the same effects as controlled substances or prescription drugs.
6. Terms to avoid: names of diseases, medical conditions, health issues, or specific terms that refer to an illness, prevention, or treatment of an illness in both humans and animals.

Some Examples:

 - Anxiety (mental health issue)
 - Arthritis (diseases)
 - Blood (health issue)
 - Joints (health issue)
 - Overweight (negative imaging)
 - Sleep
 - Relief
 - Boost
 - Healing
 - Detox

Hemp, Tobacco & Alcohol

Amazon Guidelines

1. Tobacco products are prohibited as nicotine is an addictive substance. It is considered a drug.
2. Nicotine Free is acceptable (but use sparingly)
3. CBD is prohibited and considered a drug.
4. Amazon prohibits products that imply that they contain CBD, including products that are promoted as "Full Spectrum Hemp Oil", "Broad Spectrum Hemp Oil" or "Rich Hemp Oil."
5. Images of hemp leaves are not permitted on homepages or devices that heat up/are used with flame or heat.
6. For hemp supplements, images of hemp leaves can only appear on product packaging.
7. It cannot reference any psychoactive effect of the product.
8. It cannot claim to cure, prevent or treat a disease, addiction, or ailment, such as cancer, arthritis, or anxiety.
 - a. Products to ease pet separation anxiety are permitted.
 - b. Products that claim to support general wellness, ease tension, and assist with stress relief are permitted.
9. Devices that heat up or require a flame to be used must be restrictive on terms that can refer to drug properties, such as "hasheesh" or "bong"
10. Alcohol products cannot reference overuse or abuse and should not imply use for anyone below the legal age.

Vegan, Vegetarian, and Cruelty-Free

This is important because some people are allergic to animal proteins and amino acids aside from personal life choices. Having animal products in their makeup, shampoo, or supplements can have adverse side effects.

1. Vegan means it contains no animal products. This includes non-meat sources such as honey or dyes manufactured from animal byproducts. Some things to watch out for that claim to be Vegan but are not:
 - a. Sodium Caseinate / Caseine / Lactic Acid - commonly seen in non-dairy products which are lactose-free but are not vegan-friendly. This may also be labeled as a "Non-Dairy Creamer"
 - b. Gelatin - is extracted from animal byproducts, and there is currently no consumable version of synthetic gelatin. Agar agar is an ingredient made from algae and can create a similar effect but will not be called gelatin.
 - c. Taurine - is commonly found in supplements for metabolism, digestion, and the immune system but is made from animal proteins. Also, present in energy drinks. The synthetic and vegan-friendly version is called amino sulfonic acid.
 - d. Collagen - created from animal skin and cannot be plant-based. Products that claim to have plant-based collagen are only a marketing strategy since collagen is only found in animals and humans. As of now, it cannot be synthetically reproduced in the foreseeable future.
 - e. Yeast - created similar to collagen, there are very rare sources that can replicate the effects of yeast without using animal-based amino acids. It is also very expensive as it has been recently created.

Exception: Yeast powders are generally vegan but still watch out for them.

- f. Lanolin - used in cosmetic products and created from sheep wool or similar fur from animals, extracting the fatty acids. Sometimes the skin is used, as well.
 - g. Keratin - an enzyme and protein mixture extracted from animal byproducts.
 - h. Honey - is an extraction from bees.
 - i. FD&C Food Coloring -
 - i. Natural food colorings are made from animal by-products.
 - ii. Synthetic versions are made from coal tar, except for the color red, which is still made from crushed beetles. Synthetic food colorings are never considered safe or all-natural.
 - iii. Plant-based food colorings do exist, but red is still made from beetles and is called "carmine."
 - j. L-cysteine - derived from duck feathers & human hairs. Commonly used for dry goods like cookies, biscuits, etc.
2. Vegetarian means it does not contain meat or requires killing the animal to consume or use the product but may include Milk/Honey Products & byproducts. Vegetarian products that are not vegan include:
- a. Sodium Caseinate / Caseine / Lactic Acid/Lactose - anything from milk is acceptable.
 - b. Lanolin - is iffy, since it is mostly from wool, but many times skin particles are included.
 - c. Honey - because it is a bee secretion and no killing of bees is required.
3. Cruelty-Free means that it is not tested on animals as a finished product. This does not apply if an ingredient in the product isn't tested on animals. The brand itself should not test the final product on animals. You can search the [PETA database](#) to double-check if there are certifications present.

Disinfecting & Antibacterial

Amazon Guidelines

1. For products that claim to have antimicrobial, antifungal, antibacterial, or other pesticidal properties, you must guarantee that they comply with the US Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA). The products must also comply with state pesticide laws, which may include other registration and labeling requirements and ingredient prohibitions.
2. The EPA registration and/or establishment number must be clearly labeled on the product.
3. Product claims regarding the safety of the antibacterial/pesticide product or its ingredients, such as "safe", "non-poisonous", "non-injurious", "harmless", "non-toxic", or "all-natural"
4. Some common claims include:
 - Prevents, blocks, removes, neutralizes, or controls bacteria or other pests
 - Sanitizes disinfects, or sterilizes

- Resists mildew
 - Removes or prevents mold
- Common examples of devices include:

- Ultraviolet light units
- Sound generators
- Insect traps
- Ground vibrators
- Water-treatment units
- Air-treatment units

Claims that may require EPA registration include the following:

- Anti-microbial
- Anti-bacterial
- Kills viruses
- Repels insects

Environmentally Friendly

Amazon Guidelines

1. To sell products that are marketed with environmental claims on Amazon, you must ensure that the environmental claims you make about your product are not misleading about the qualities or characteristics of a product.
2. All claims should be backed by a recognized government agency. Amazon may request recent certification copies.
3. A general degradable or biodegradable claim should only be made if the entire product will completely break down and return to nature within a reasonably short period after customary disposal (or one year for solid waste products).
4. If the product customarily ends up in landfills, incinerators, or recycling facilities, then a general biodegradable claim should not be made.
5. Distinguish between products, packaging, and services when making environmental claims (ex., the packaging is 100% biodegradable)
6. Avoid broad, general claims of environmental benefits, such as “green” and “eco-friendly”.

Product Comparisons

Amazon Guidelines

1. Do not reference or compare products with competitors, regardless of how competitors are mentioned (for example, specific names, described as “other(s)”, or otherwise). This content is intended to build the brand and provide additional product details, not to discuss competitors.
2. Comparison charts may only compare against other products owned by the same brand.
3. Comparisons made against categories, like LED bulbs vs halogen ones, are acceptable and not considered competitive call-outs.

Fridge Water Filter Replacements

[Amazon Guidelines](#)

You must make sure replacement water filters for refrigerators are certified to NSF/ANSI-42 or higher standards, such as NSF/ANSI-53 or NSF/ANSI-401 for Material Safety and Structural Integrity, and meet at least one NSF/ANSI-42 reduction standard or be System Performance certified. This must be determined by an independent lab, accredited by the American National Standards Institute

Knives, Firearms & Weapons

1. We prohibit knives whose primary purpose is or is marketed to be, for combat or military use, self-defense, or to encourage violent behavior. Examples include zombie knives, bowie knives, combat knives, assault knives, throwing knives, daggers, boot knives, spring-assisted knives, hand-to-hand or fighting knives, gravity knives, bayonets, drop-point knives, swords, self-defense knives, and ninja stars.
2. Guns cannot show the barrel pointing in any direction toward the customer.

Medical Devices

[Amazon Guidelines](#)

1. You must not make claims about medical devices that exceed the approved indications for use given by the FDA.
2. If a prescription is required, then products can only be sold to licensed healthcare professionals who are registered with Amazon's PHC program.
3. Owners or operators of facilities that are involved in the production and distribution of medical devices intended for use in the U.S. must be registered with the FDA.
4. Medical devices must not have been the subject of any unresolved FDA enforcement such as FDA warning letters.
5. All medical devices must be labeled in English with the following information:
6. The name and place of business of the manufacturer, packer, or distributor, including the street address, city, state, and zip code;
7. Directions for use, include:
 - a. Statements of all purposes for which and conditions under which the device can be used
 - b. Quantity of dose for each use and usual quantities for persons of different ages and physical conditions
 - c. Frequency of administration
 - d. Duration of application
 - e. Time of administration about other factors
 - f. Route or method of application

- g. Any preparation that is necessary for use.
- 8. Medical devices must not use the FDA logo.
- 9. Medical devices must use the claims 'FDA cleared' or 'FDA approved' appropriately.
- 10. Amazon does not accept customer returns on any Rx medical devices.

Guarantees & Warranties

Amazon Guidelines

1. If you are not a pre-approved seller, listings for services, warranties, and other similar offers are prohibited.
2. If you are permitted to use phrases like "satisfaction guaranteed" or "money-back guarantee" on Amazon, you have to be ready to give full refunds for any reason.

Native American & Cultural

Amazon Guidelines

You must not use the terms "Native American" or "Indian", or the name of an Indian tribe, if it incorrectly implies that the product is an Indian product, or is made by a tribal member or an Indian artisan.

Jewelry (Non-Fashion)

Amazon Guidelines

1. You must ensure that your product detail pages for fine jewelry include accurate and complete details about the products' quality.
2. Products listed as "silver" or "sterling silver" must contain at least 92.5% silver.
3. Gold and platinum content must match the quality described on the detail page and the mark stamped on the product.
4. Simulated gemstones must be labeled as such.
5. You must disclose all treatments for treated diamonds or gemstones.
6. Amazon may request a sample be sent in for determination if these policies are being met.

Made In the USA

Amazon Guidelines

Any product you describe or label as "Made in the USA" must have been made, entirely or mostly, in the United States.

Quality and Value Wording

1. Avoid using these words in bullet headlines.
2. Statements must be factual. Sometimes this is left up to opinion, especially with words that accentuate the quality or value of something.
3. Determine that the statement is true. Things can be claimed that are not true, so research competitors and see if this product has a value or quality feature that makes it stand out.
4. Identify the specifics of those features. Do not use the words stand alone in a sentence, these are descriptive words and should be describing the detailed noun portion of what is of quality or value. (F/ex "our product is a great value" should be "our 90-day supply of 5mg capsules are a great value" - you are then telling what is of value.
5. If saying that something is of high quality, you must be stating a specific feature or construction of the product that is, in fact, of high quality. This will take research and knowledge. In looking at competitor products, is this high quality? If so, explain.
6. If saying that something is of good value. If you determine that this product has more product for the price point than competitors so it makes it of good value - then state that in detail in the sentence that is using the word "value".

Boastful Content

1. Amazon wants the listing to be about the product itself. There should be no concept of it being "the best" at anything.
 2. Do not use words such as "perfect" or "premium" without a backup statement explaining why it is considered premium.
 3. Avoid all calls to action - such as "buy this now" or "don't wait"
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