



Product Listing & Content Guidelines

EU Health & Personal Care – Sex & Sensuality

Valid from February 1st 2021

Product Listing & Content Guidelines

EU Health & Personal Care – Sex & Sensuality

Warning: These guidelines contain sexually explicit pictures.

Amazon has strict rules in place for adult products to ensure a great shopping experience for our customers. In these guidelines, we set out rules around product listing and content to help you understand the Do’s and Don’ts for the sale of adult products on Amazon. A violation of these guidelines may lead to an immediate suspension of your Selling Partner or Vendor account. These guidelines apply in addition to the general Amazon and Health and Personal Care guidelines. It covers all adult products, including but not limited to safer sex products (e.g. condoms), lubricants, erotic wellness & massage products, aphrodisiacs and stimulants, erotic novelty and games, sex toys, sex furniture, erotic clothing (including vinyl, leather and latex), restraining and bondage.

General Tenets for Sex & Sensuality Products:

1. Products have to be presented as objectively as possible, e.g. no offensive language, no images of interaction between/with toys, no suggestive posing, no close-ups from fake genitals, no human nudity, no full frontal nudity is allowed to be shown on pictures etc.
2. We prohibit any products that promote child exploitation or that depicts a childlike character/child dolls or body parts in a sexually suggestive context.
3. Products must be listed in the category Health and Personal Care (see also section attributes/categorization). Listing in other categories (e.g. Kitchen or Home) is a significant violation of the Amazon Listing guidelines.

Products in this category must not be described with words that are associated with children, e.g. “young”, “child”, “teen”, “girl(s)”, “boy(s)”, “kids”, “baby” etc.

The listing and sale of realistic/life-like sexdolls and body parts (including masturbators with a head, or heads for sexdolls, as well as lower body sexdolls with legs/feet, torsos, or any other life-like body parts) is prohibited. Inflatable dolls that are not advertised with images of realistic looking sexdolls are excluded from this. Sex toys that replicate a sexual organ must not be attached or affixed to any replica human body or replica human body part (including legs, hips, torsos or heads).

Examples for prohibited and allowed products can be found in Section A below.

Please note that you have sole responsibility for ensuring that your offers comply with all applicable legal requirements at any time. Amazon cannot provide legal advice. If you are unsure which information you need to provide for your product, or if you have questions with respect to legislative requirements, we recommend that you seek independent legal advice.

For further information on Amazon’s policies and guidelines and the most updated documents, please check Seller Central or Vendor Central:

DE	UK	FR	IT	ES	NL
Seller Central	Seller Central	Seller Central	Seller Central	Seller Central	Seller Central
Vendor Central	Vendor Central	Vendor Central	Vendor Central	Vendor Central	Vendor Central



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A. Examples of products that are allowed and prohibited to be listed and sold on Amazon

The table below gives a brief overview of which products can be sold and listed and which are prohibited from being listed and sold on Amazon.

Allowed	Not allowed
<p>Life-Like masturbator incl. vagina/butt</p> 	<p>Life-like masturbators including teeth/a mouth and face</p> 
<p>Life-like electrical or vibrating sex toys that replicate the male sexual organs</p> 	
<p>Non-life-like toys with or without electrical or vibrating functions</p> 	
<p>Life-like toys that replicate sexual organs or penetration</p> 	<p>Life-like hand or feet</p> 



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Non-life like masturbators
(with and without some life-like features)



Sex toys that replicate body parts in a non-realistic manner. Sex toys that replicate a sexual organ must not be attached or affixed to any replica human body or replica human body part (including legs, hips, torsos or heads).



Inflatable sex dolls



Full-body realistic sex dolls, torsos or any other realistic body parts including hips or butts



Machines with dildos attached



B. Overview – What does a Product Page look like?

Your commercial success at Amazon depends on the quality of product information. Product offers, which are correctly set out in detail, with a consistent title, product images, etc., will be easier for customers to find and are likely to sell more often.

Comprehensive product information also means that the pages may be found more easily and more quickly by search engines.

The image below shows an example of a product detail page including main product information:

Product Title, Images (Main Image plus additional Product Images), Bullet Points & Product Description.

The screenshot shows the Amazon product page for 'Durex Thin Feel Condoms, Pack of 20'. The page layout includes:

- Product Title:** 'Durex Thin Feel Condoms, Pack of 20' (indicated by a callout box).
- Main Image:** A large image of the product packaging (indicated by a callout box).
- Additional Product Image(s):** A vertical strip of smaller images to the left of the main image (indicated by a callout box).
- Bullet Points:** A list of product features below the price, such as 'Durex Thin Feel is thinner for high sensitivity' (indicated by a callout box).
- Product Description:** A detailed text block at the bottom of the page (indicated by a callout box).

C. Product Information

1. Product Titles

Good product titles name the product in an objective way. They are the first opportunity to convince customers of your professionalism and quality as a Seller or Vendor. Make sure to always use neutral, non-offensive language. General guidelines for product titles include “no incorrect spelling”, “no abbreviation”, “no use of lower case or capital letters only”, “no subjective, exaggerating or time-sensitive commentary” etc. and apply to adult products too.

Keep your **title concise, informative and accurate** in accordance with the syntax recommended by Amazon:

Right

- ✓ The shorter, the better: limit yourself to those features that are necessary to differentiate the product from others, use a maximum of 80 characters
- ✓ Use neutral, non-offending wording

Wrong

- ✗ Obscene, potentially offensive language
- ✗ Including words that relate to or are associated with minors, e.g. “young”, “girl(s)”, “boy(s)”, “child”, “school”, “teen”, “kids”, “baby” etc.

The **format of the title** on Amazon for Sex & Sensuality products is as follows:

[Brand] + [Product Name] + [items per unit] & [product volume (in g, ml)]

Good Examples

- ✓ Pjur Med Repair Glide Lubricant, 100 ml
- ✓ Durex Surprise Me Variety Condoms, Pack of 40
- ✓ Minx Sensuous Ribbed Vibrator, 6 Inch, Silver
- ✓ Tenga 3D Spiral Masturbator, White

Bad Examples

- ✗ Glass dildo to f*** her wild (Obscene language)
- ✗ S-Line Naughty Schoolgirl Inflatable Love Doll (Word “schoolgirl” associated with child)
- ✗ 3D Male Masturbator Vagina Real Pussy Tight Virgin Pussy Masturbation Sex Body Boobs Soft Adult Sex Toys for Men

Please note that, at Amazon, there is **only one product detail page for each product**, even where several sellers offer this product. Therefore, **the product title and description must never contain information that only applies to a specific offer or seller only.**

2. Product Description

The product description allows you to give a detailed description of the products offered in free, continuous text and replaces the sales pitch. Take care to include all information that is relevant for the purchase decision. Make sure to always use neutral, non-offensive language. General guidelines for product descriptions, e.g. “no incorrect spelling”, “no abbreviation”, “no use of lower case or capital letters only”, “no subjective, exaggerating or time-sensitive commentary” etc. apply for adult products too.

Right

- ✓ Describe the unique selling points of the product.
- ✓ Use neutral, non-offending wording.

Wrong

- ✗ Obscene, potentially offensive language
- ✗ Including words that relate to are associated with minors, e.g. “young”, “girl(s)”, “boy(s)”, “child”, “school”, “teen”, “kids”, “baby”, etc.

Good Examples

- ✓ Crack open the egg-shaped casing and you'll find a soft, white EGG. The small, supple object is in fact a pleasure aid for men. Though small, the super stretchable elastomer can drastically expand for a snug fit regardless of your size.
- ✓ A surprise to open and a pleasure to use. Now featuring 13 different sensations, try out the TENGA EGGs for a variety of great experiences.

Bad Examples

- ✗ You'll also enjoy slipping the tip of member into her eager mouth for a quick BJ. (Obscene language)
- ✗ Feels like having sex with the tightest teen. (Obscene language; word “teen” associated with child)

3. Bullet Points

In addition to good product titles and good product images, your commercial success at Amazon also depends on the quality of the bullet points field. With bullet points, you have the opportunity to provide more detail of the benefits and characteristics of your product. They should be short, neutral, and succinct. Make sure to always use neutral, non-offensive language. General guidelines for bullet points, e.g. “no incorrect spelling”, “no abbreviation”, “no use of lower case or capital letters only”, “no subjective, exaggerating or time-sensitive commentary”, apply for adult products too.

Right

- ✓ Factual information - indicate the key features of your item
- ✓ Describe the most important benefits and characteristics of your product
- ✓ You do not have to use all 5 features. 3 good features are better than 5 unimportant features

Wrong

- ✗ Obscene, potentially offensive language
- ✗ Including words that relate to are associated with minors, e.g. “young”, “child”, “girl(s)”, “boy(s)”, “school”, “teen”, “kids”, “baby”, etc.

Good Examples

- ✓ Stretchable - One size fits all
- ✓ Compact, discreet, portable
- ✓ Designed for one use for the hygiene of our customers
- ✓ Comes with a free packet of TENGA Egg Lotion inside
- ✓ 13 different sensations to try

Bad Examples

- ✗ Super soft, a lust emerges from your heart, please imagine the feeling after your cock insert into it and begin to thrust. Just enjoy her tight and pretty vagina and anal. (Obscene language)
- ✗ FUNCTIONAL: Made up of 3D simulation particles, it feels like you are having sex with the tightest teen (Word “teen” associated with child)

4. Product Images

- a) **No product on model:** no person or parts of human body (incl. hands) to be displayed in any of the product images (in case the product itself is a body or part of a human body it is allowed to show it on pictures), this applies also to images on product packaging. Lingerie can be shown on humans except for the main image. Human nudity (e.g. nipples) is not allowed.

Not Allowed



Allowed



b) **No interaction with product:** including with/by human(s), with another product(s) or with symbol image(s) on any of the images, this applies also to the images of product packaging. No penetration, no squeezing, no pulling on the products is allowed to be shown.

Not Allowed



Allowed



c) No text, logo, graphic or watermark is allowed on the main image unless it is part of the product design and is printed on the actual product.

Not Allowed



Allowed



d) **Multiple views of the same product on the main image are not allowed.**

Not Allowed

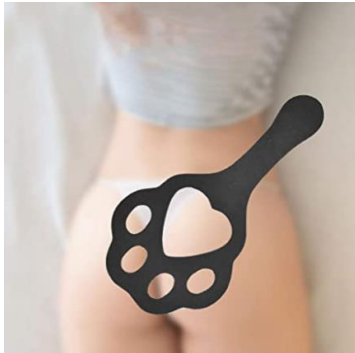


Allowed



e) The **background** of the main image must be white or transparent

Not Allowed

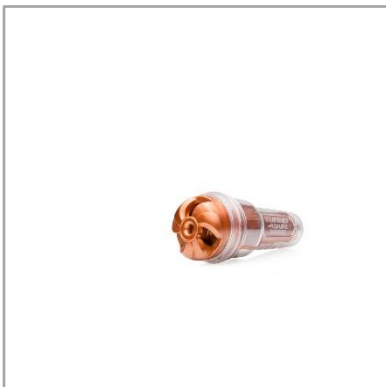


Allowed



f) Product must occupy **minimum 65% of the frame** on the main image (horizontal or vertical products must extend to 65% on the limiting dimension).

Not Allowed



Allowed

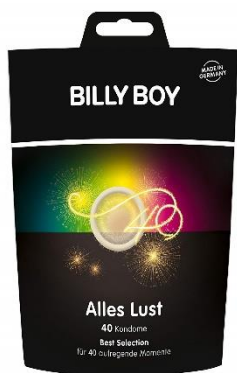


g) No blurry, pixelated or jagged images. Products are not allowed to be cropped on the image.

Not Allowed



Allowed



- h) Products have to be shown in a **neutral position** in all of the product images. This also applies to images on product packaging. A sexually suggestive display of the products such as a sexually suggestive pose, a sexually suggestive background (e.g. bed, couch etc) as well as clothes that refer to children or teens are not allowed. Products are also not allowed to show full frontal nudity, instead products need to be shown from an angle.

Not Allowed



Allowed



i) Other general image requirements

- The whole product must be displayed in the image, no part of the product is allowed to be cut off. No detail or inset shots are allowed.
- The product must be easily recognizable as a general rule, the image has to show the offered product. The customer purchases everything that is visible in the image.
- Do not use placeholders such as "Image not available".

5. Product Videos

- The image guidelines also apply to product videos.
- Graphics or other abstract illustrations, which are in line with these image guidelines, are allowed in order to explain the product and its usage.
- All visual or verbal explanations must be product-related.
- Actors are allowed to explain the product verbally using non-obscene and non-offensive language. Actors cannot act or perform use of the product.

D. Product Attributes

1. Product Categorisation

Seller Central

Select the right product type when you upload new products. Attribute “feed_product_type” has to be set to “Sexual Wellness” for adult products except for condoms and lubricants. For condoms and lubricants, the “feed_product_type” has to be set to “Health Misc”.

Category	Product Type	Example product
Health & Personal Care	Sexual Wellness	Sex Toys
Health & Personal Care	Health Misc	Condoms, Lubricants

Vendor Central

You have to select the right template to upload new Sex & Sensuality products. Choosing the wrong product group makes it more difficult for customers to find the product.

Example DE:

GL Product Group	Template Name	Example product
gl_drugstore	NEW PAN EU - DE Family Planning	Sex Toys, Condoms, Lubricants, etc.

2. Search Terms

Many of our customers use search terms to find products on Amazon. In order for customers to find your products on Amazon, it's important to provide search terms they might use when searching for what they want to buy. When selecting search terms, be guided by the customer and when defining these, always ask yourself the question: "**What is the customer looking for when s/he wants to buy my product?**". To ensure a non-offending product presentation, do not use any forbidden search terms such as those related to children or children's brands, e.g. “young”, “child”, “school”, “teen”, “babyborn” etc.

Right

- ✓ Terms which pertain to your product or your own brand, e.g. “masturbator”, “dildo”, “Fleshlight”, etc.

Wrong

- ✗ Terms that are not related to the product or even product group e.g. “Outdoorgrill”.

- ✓ Terms, synonyms or definitions which describe your product and do not already appear in other product fields, e.g. title.
- ✗ Terms related to / that are associated with minors, e.g. “young”, “child”, “school”, “teen”, “kids”, “baby”, etc.
- ✗ Abusive, insulting, obscene or offensive language in any way.

Note: Amazon limits the length of the search terms attribute to less than 250 bytes. The search terms limit applies to newly-registered as well as existing ASINs. If an ASIN’s search terms equal or exceed the length limit, none of its search terms are indexed.

E. Product Shipments

Products must arrive safely with the customer. Condoms must be shipped in a carton box and cannot be shipped in paper envelopes or similar loose packages.