TikTok Shop

Seller AIGC Playbook

AI-Generated **Product Detail Page image guidelines** for Sellers



Table of Content

Part 1 General Guidance

1. Scope — 1
2. Universal Rules — 2
3. Recommended Practices — 3-4
4. Prohibited Use Case — 5-11

Part 2 Category-specific Guidance

1. Health and Beauty — 12
2. Food and Beverage — 13
3. Home Supplies — 14
4. Home Improvement and Gardening — 15
5. Fashion — 16
6. Electronics — 17
7. Toys and Hobbies — 18
8. Furniture — 19
9. Household Appliances — 20

Table of Content

Part 3 Seller Checklist and Remediation

1. Enforcement 21
2. Required Remediation 21
3. Seller Checklist 22

Part 1

General Guidance



About this Playbook

This playbook provides **practical guidance on using AIGC** to create product images efficiently while keeping your content accurate and compliant with TikTok Shop requirements. You'll **learn how to use AI-generated images responsibly** and **avoid misleading customers** about the actual product, SKU, material, quantity, features, functions, effects, endorsements, or delivery condition.

1 Scope

- **Applicable parties:** SEA sellers, service providers and agencies who will create product detail page information
- **Applicable pages:** product main images, detail images, specification images, scenario images, selling-point images, effect images, comparison images, SKU images, packaging images, and bundle images.
- **Applicable technologies:** text-to-image, image-to-image, AI retouching, AI background generation, AI models or AI scenes, AI-enhanced material or lighting effects, AI-generated function effects, and AI before-and-after images.



2 Universal Rules

- **Truthful and consistent:** Images must **match the actual product**, SKU, title, attributes, packaging list, and specifications. Sellers must not show a product that differs from what buyers will receive, render 2D goods as 3D goods, turn plastic into metal, leather, or glass, or present a single item as a set.

- **No exaggeration:** Sellers must not use AI to exaggerate size, material, quantity, function, effect, durability, or usage scenarios. Examples include extreme before-and-after effects, "one spray cleans everything", "instant repair", "a small product covers a large space", or "an ordinary lamp lights an entire room".

- **Verifiable claims:** Key selling points such as size, material, quantity, function, and effect must be supported by the real product, specifications, or test evidence. Sellers must not create unverifiable claims through AI images.

- **Transparent disclosure:** If the platform provides AIGC labels or switches, sellers must label AI-generated content as required. Where necessary, the product details should state: "AI-generated scenario images are for display only. The actual product and specifications shall prevail."

- **Stricter standards for higher risk - categories:** Extra care is required for Health & Beauty, food, mother and baby products, personal care, supplements, electronics, home improvement, building materials, and other high-risk categories.

3 Recommended Practices



Main images: Prioritize real product photos. If AI backgrounds or scenes are used, they must not alter the product's appearance, scale, material, color, or quantity.



Detail images: AI may be used for layout, background, atmosphere, explanatory arrows, or non-misleading use scenarios, but key specifications must come from real product information.



SKU images: Each SKU image must accurately match the actual color, model, size, quantity, and accessories. Do not use one AI image for multiple different SKUs.



Size images: Show real size values. Reference objects must be proportionate. Do not use people, furniture, rooms, or other reference objects to make the product look larger than it is.



3 Recommended Practices



Material images: Material descriptions are allowed only when they match the actual material. PU, plastic, imitation, printed, or synthetic materials must be clearly represented.



Function images: Only show functions that the product actually has and that can be substantiated. Avoid absolute, instant, or universal effect claims.



Simulation or decorative products: Clearly state “simulation”, “model”, “decorative”, “toy”, “non-real food”, “non-real pet”, or “artificial flower” where applicable, and avoid making buyers believe the item is real.



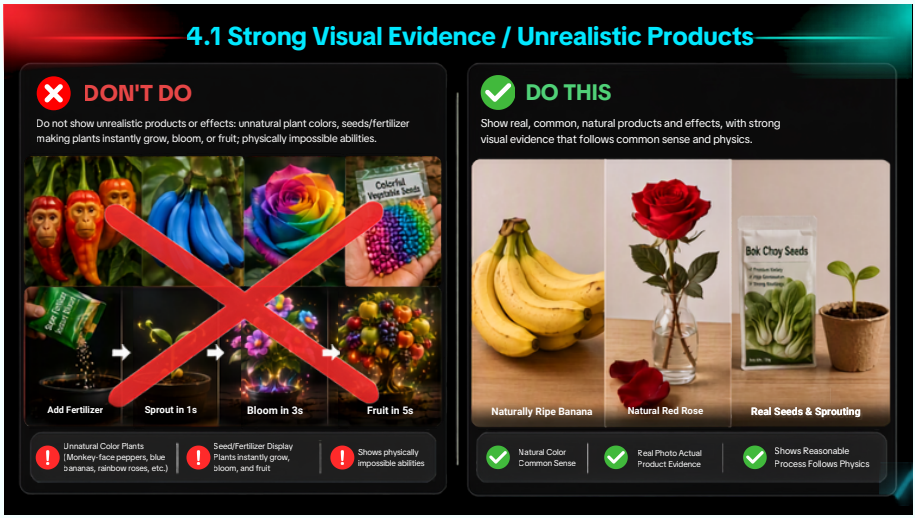
AIGC disclosure: If an image is clearly AI-generated, it is recommended to state: “Some images are AI-generated scenario images and are for usage display only. The actual product and specifications shall prevail.”

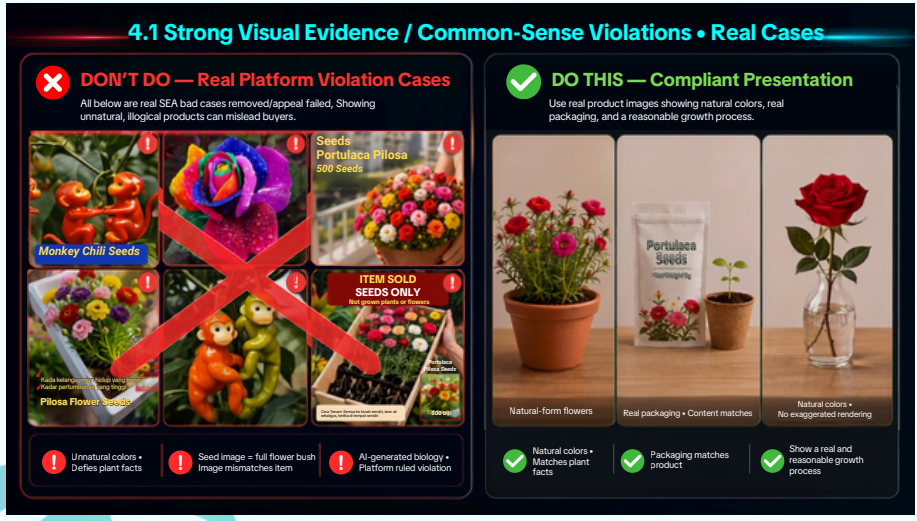


4 Prohibited Use Cases

4.1 Strong visual evidence and products that violate common sense

- Do not use AIGC images where the product form, physical properties, or scenario visibly **violates common sense** and may **affect buyer's judgment**.
- Typical violations include monkey-face chili peppers, blue bananas, rainbow roses, unnaturally colored plant seeds, anthropomorphic fruits or vegetables, combined creatures, non-existent pet appearances, seeds or fertilizers showing instant growth, flowering, or fruiting, and products showing physically impossible load-bearing, waterproof, fireproof, drop-proof, floating, transforming, or self-repairing capabilities.

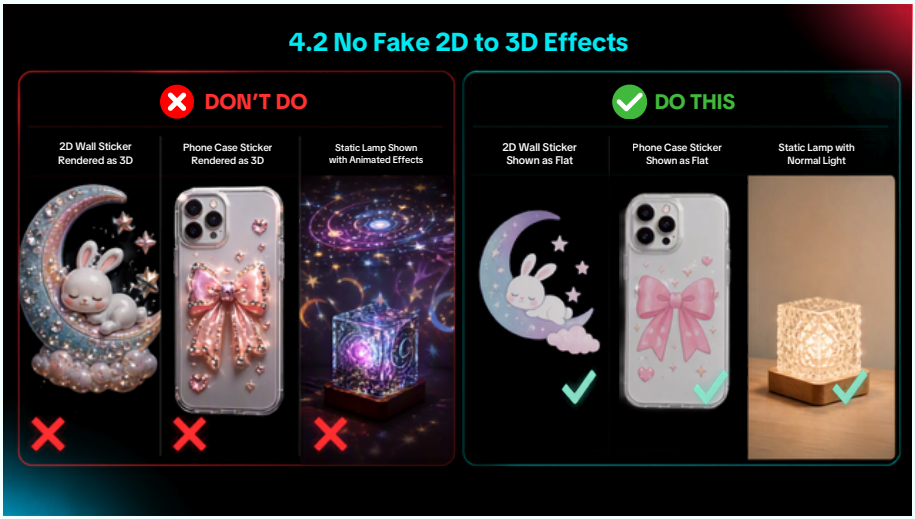


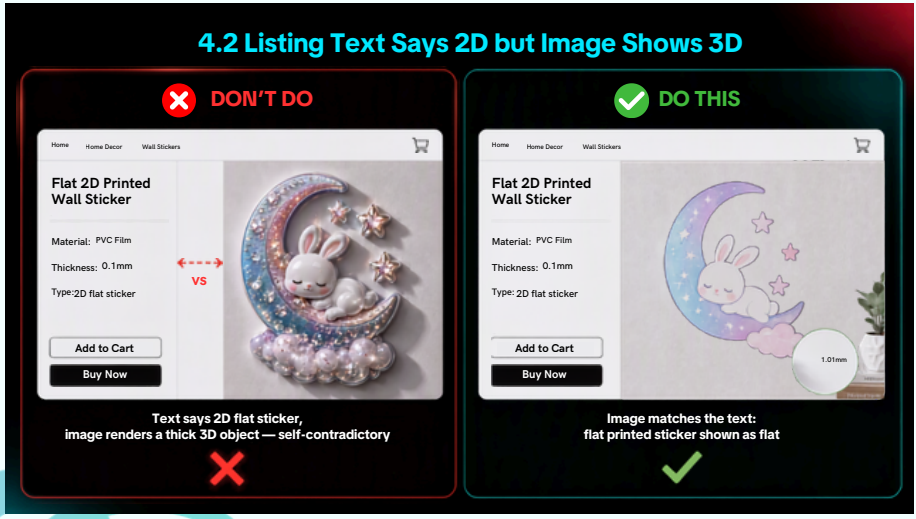


4 Prohibited Use Cases

4.2 AIGC 2D / 3D visual misrepresentation

- Sellers must not render flat, printed, sticker, wall decal, phone case sticker, acrylic sheet, or other **2D products as three-dimensional physical goods**.
- Static products must not be given dynamic, glowing, rotating, projection, or other visual effects that the real product does not have.
- PDP images **must not conflict** with the title, attributes, or specifications. For example, if the title says 2D, sticker, printed, flat, or acrylic, the image must not show a thick 3D object with realistic material depth.

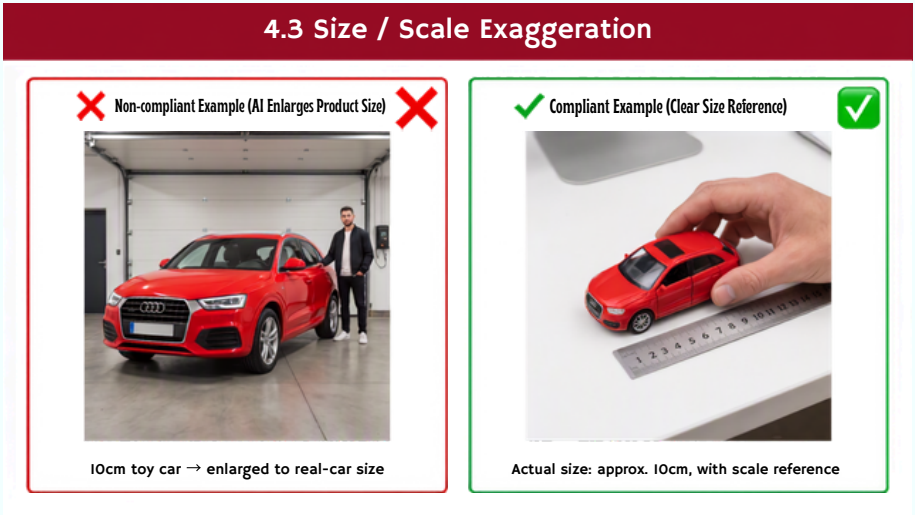


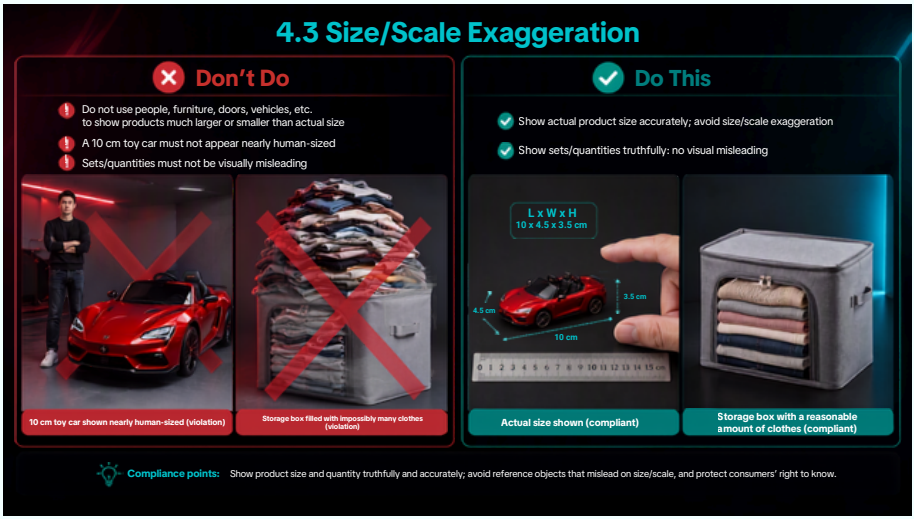


4 Prohibited Use Cases

4.3 Size and scale exaggeration

- Sellers must not use people, furniture, walls, doors, pets, vehicles, gardens, or other reference objects to make a product appear significantly larger or smaller than its actual size.
- Image scale must not conflict with the stated specifications. Sellers must also avoid misleading buyers about set quantity, bundled items, accessories, or package contents.



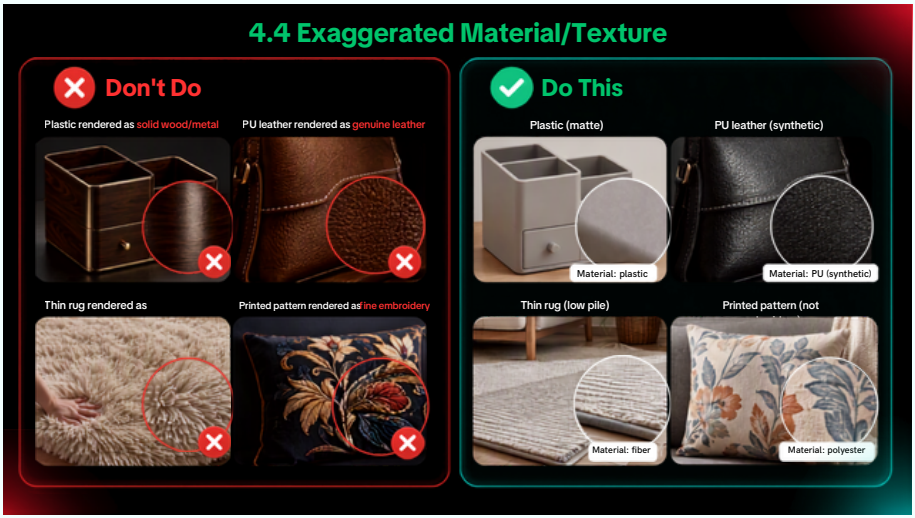


4 Prohibited Use Cases

4.4 Material and texture exaggeration

- Do not use AI to render **ordinary materials as premium materials**.
- For examples: Plastic storage boxes must not appear as solid wood. Plastic bathroom accessories must not appear as metal. PU leather must not appear as genuine leather. Ordinary fabric must not appear as thick wool or silk.
- AI must not exaggerate thickness, softness, gloss, durability, or embroidery quality in a way that differs from the actual product.

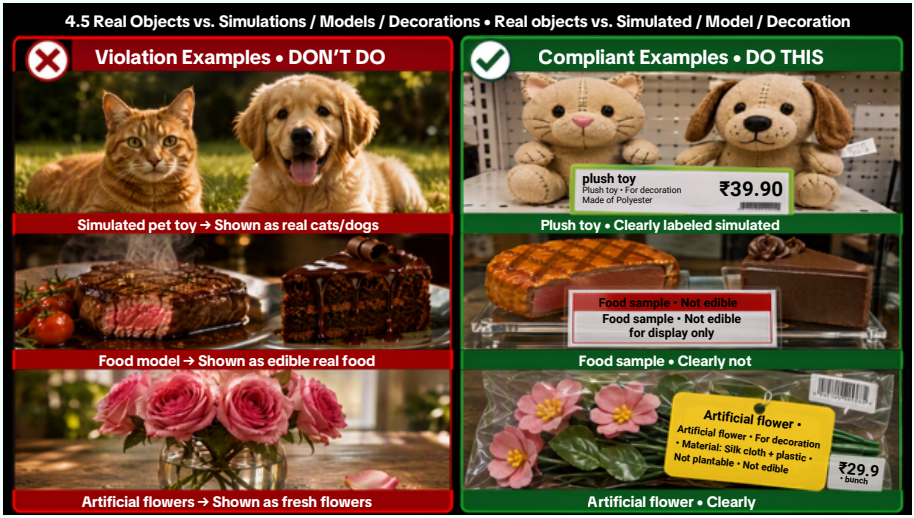




4 Prohibited Use Cases

4.5 Replacing simulation, model, toy, or decorative products with real objects

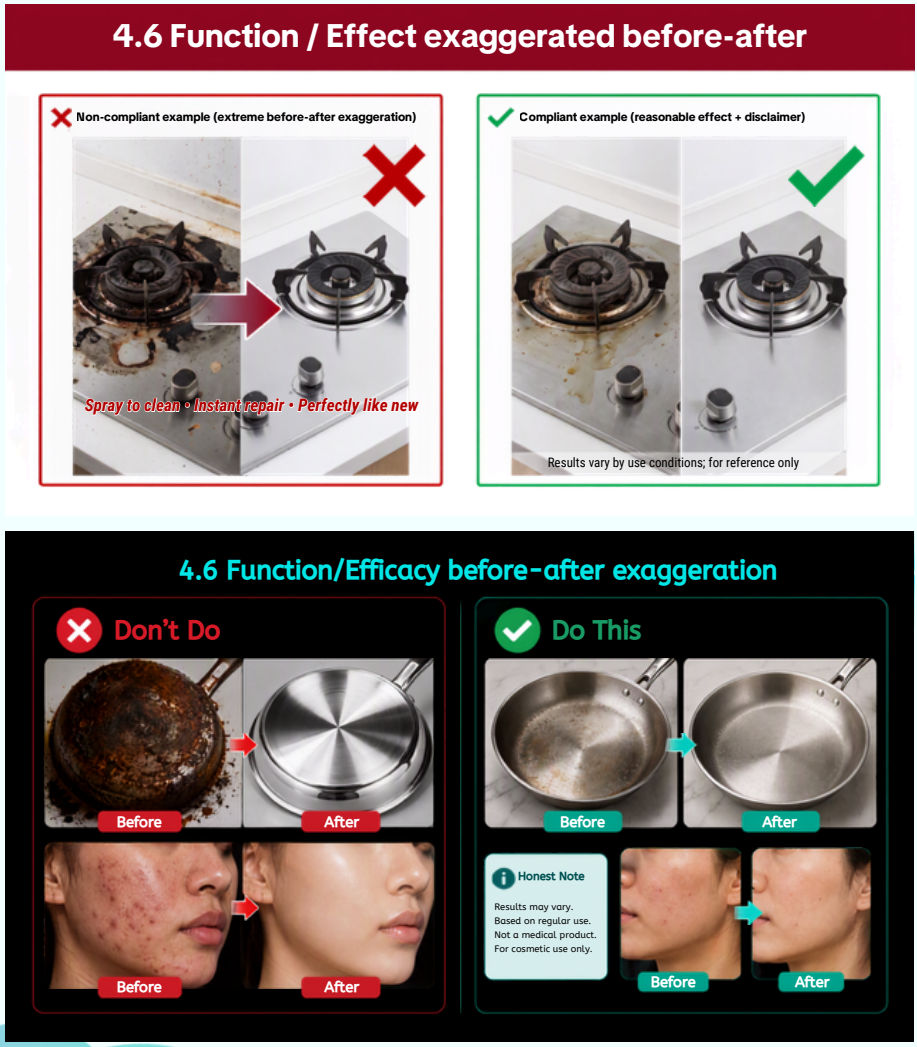
- Do not replace toys, models, artificial items, or decorative products with images of real animals, real food, or real plants.
- For examples: Simulation pet toys must not be shown as real cats or dogs. Artificial fruit or food models must not be shown as edible food. Artificial flowers must not be shown as fresh flowers.
- The title, category, and image **must clearly communicate** whether the product is artificial, decorative, a model, or a toy.



4 Prohibited Use Cases

4.6 Function, efficacy, and before-and-after exaggeration

- AI-generated images must not show extreme cleaning, rust removal, unclogging, repair, or renovation results; exaggerated lighting coverage, projection complexity, load-bearing, waterproofing, fireproofing, anti-stain, or anti-crack effects; unsupported battery life, cooling, heating, wind power, silence, waterproofing, smart connection, or compatibility; instant whitening, spot removal, hair growth, slimming, scar removal, disease treatment, pain relief, or sexual health improvement; or exaggerated freshness, size, quantity, origin, sweetness, ripeness, or preservation effects for food and fresh products.



4 Prohibited Use Cases

4.7 AI experts, official endorsements, and false trust signals

- Do not use AI-generated doctors, pharmacists, dentists, dermatologists, health experts, or other professional figures to recommend products.
- Do not fabricate official certifications, institutional tests, awards, media reports, laboratory proof, hospital recommendations, expert endorsements, user photos, buyer reviews, creator feedback, or before-and-after screenshots.





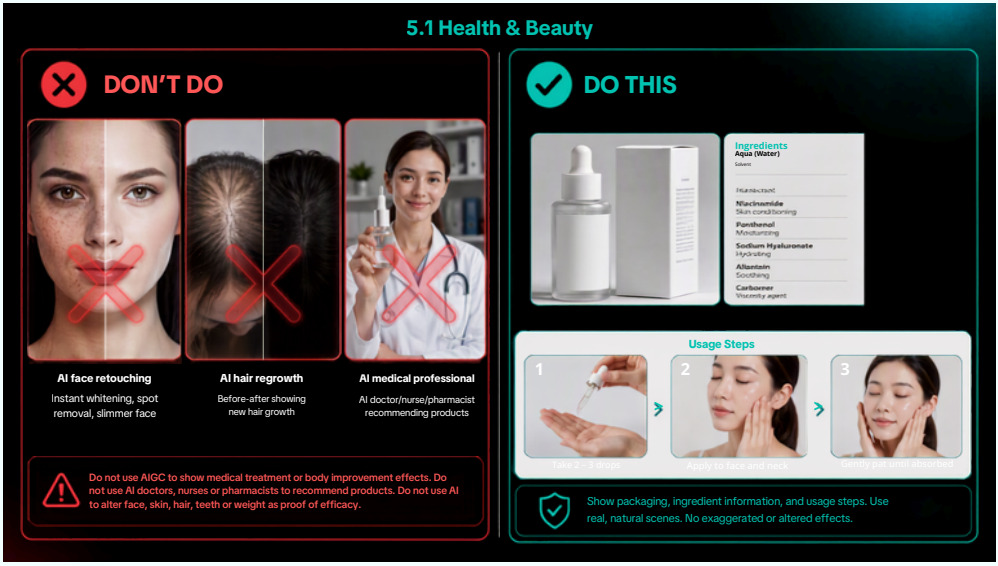
Part 2

Category-specific Guidance



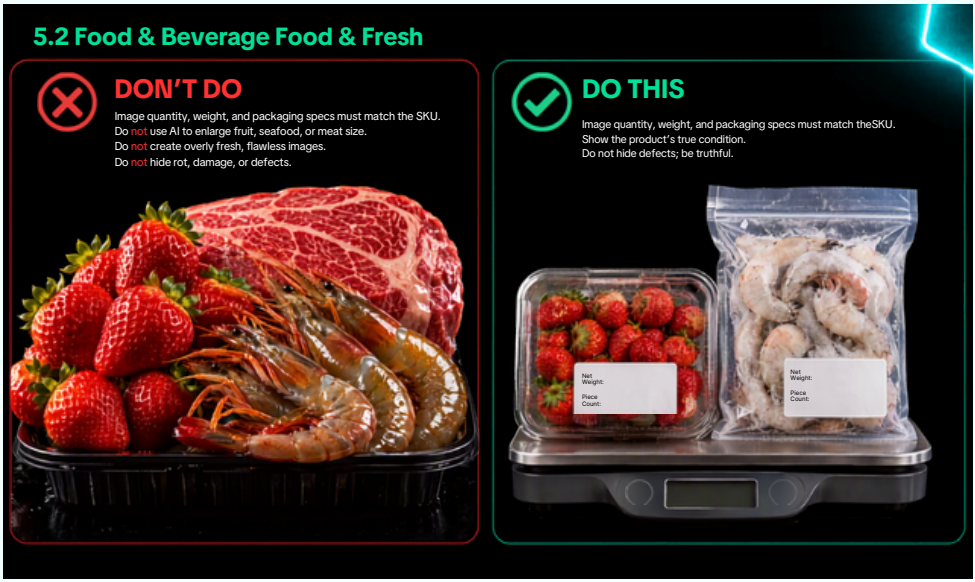
1 Health & Beauty

- Do not use AIGC to show core medical, treatment, or body-improvement effects.
- Do not imply disease treatment, rapid results, or permanent effects.
- Do not use AI doctors, nurses, pharmacists, dentists, dermatologists, or other professional figures to recommend products.
- Do not use AI-edited faces, bodies, skin, hair, teeth, or weight changes as efficacy proof.
- Sellers may show packaging, ingredient information, usage steps, and non-exaggerated scenarios, provided they **match the actual product** and compliant claims.



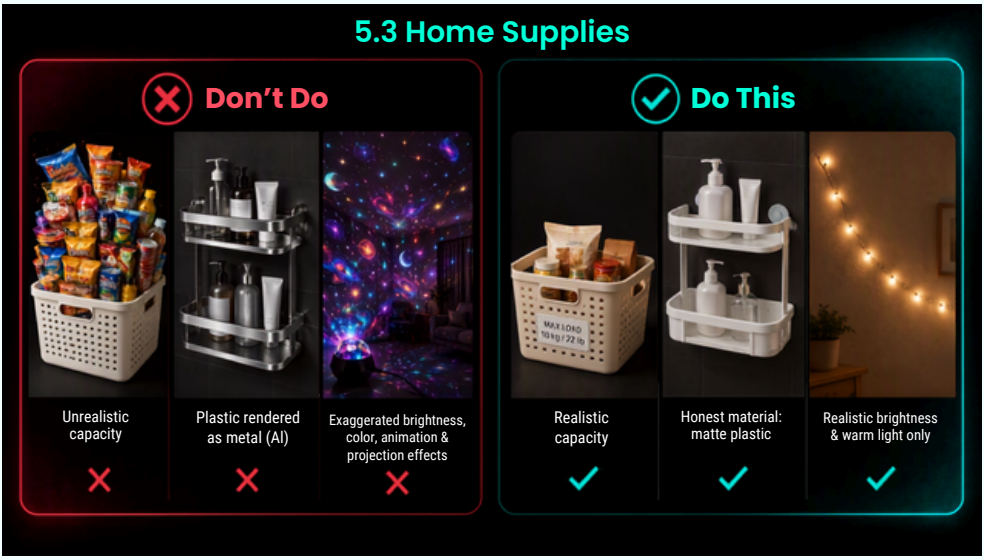
2 Food & Beverage

- Image quantity, weight, and packaging specifications must match the SKU.
- Do not use AI to enlarge fruit, seafood, meat, or other food items.
- Do not generate images that make food look excessively fresh, flawless, or clearly better than the actual delivered condition.
- Simulation, model, or decorative food must be clearly marked as non-edible and must not be replaced by real food images.
- Do not use AI to hide rot, damage, pests, defects, or packaging limitations. Do not promise freshness or delivery conditions that cannot be guaranteed.



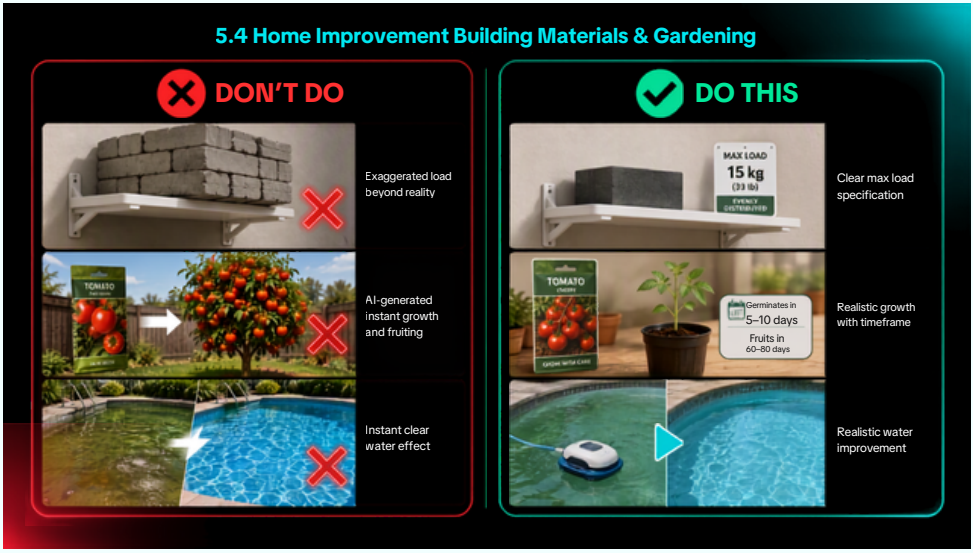
3 Home Supplies

- Do not show unrealistic extreme cleaning, rust removal, unclogging, or repair effects.
- Do not make storage boxes, racks, or bags appear able to hold unreasonable quantities or weights.
- Plastic, synthetic, or printed materials must not be rendered as solid wood, metal, ceramic, glass, or other premium materials.
- Lighting and decorative products must not show brightness, color, animation, projection, or dynamic light effects that the actual product does not have.



4 Home Improvement and Gardening

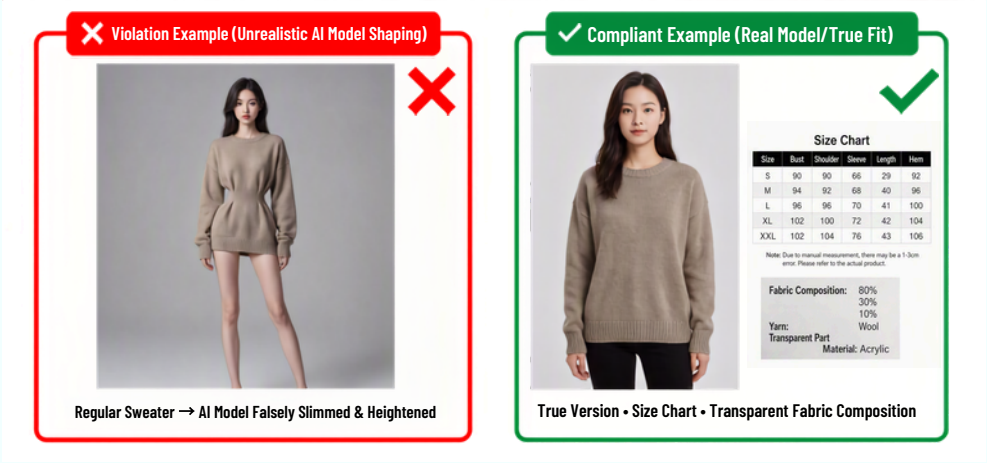
- Do not show installation methods or usage environments that conflict with the actual design, specifications, or safety requirements.
- Do not exaggerate load-bearing, thickness, durability, waterproof, or fireproof capabilities for ladders, shelves, flooring, boards, brackets, wall stickers, or similar products.
- Do not use AI to show unrealistic plant growth speed, flowering, fruiting, maturity, or yield promises.
- Do not show instant water clarification, permanent stain removal, or other water-treatment effects beyond product capability.



5 Fashion

- Do not use AI to make thin fabric look thick, ordinary fabric look premium, low-cost print look like embroidery, or ordinary tailoring look like couture.
- Do not use AI models to create unrealistic slimming, heightening, shaping, or fit effects. Size charts must be accurate.
- AI images must match the actual color, pattern, and details of the product. Do not use filters or generated effects to hide color differences.
- Alloy, plastic, imitation diamonds, or imitation pearls must not be shown as real gold, real diamonds, or real pearls.

5.5 Fashion Apparel - AI Model Shaping



6 Electronics

- Do not use AI images to imply cameras, screens, ports, battery capacity, waterproof ratings, 5G, fast charging, or AI functions that the product does not have.
- Do not show battery life, cooling, wind power, silence, projection, photo quality, or display clarity beyond actual product capability.
- Chargers, cables, cases, earphones, stands, and other accessories shown in images must match the actual packaging list.
- Do not exaggerate explosion-proof, waterproof, fireproof, or drop-proof safety capabilities.

5.6 Electronics - Exaggerated Specs

Non-compliant Example (AI implies nonexistent features)



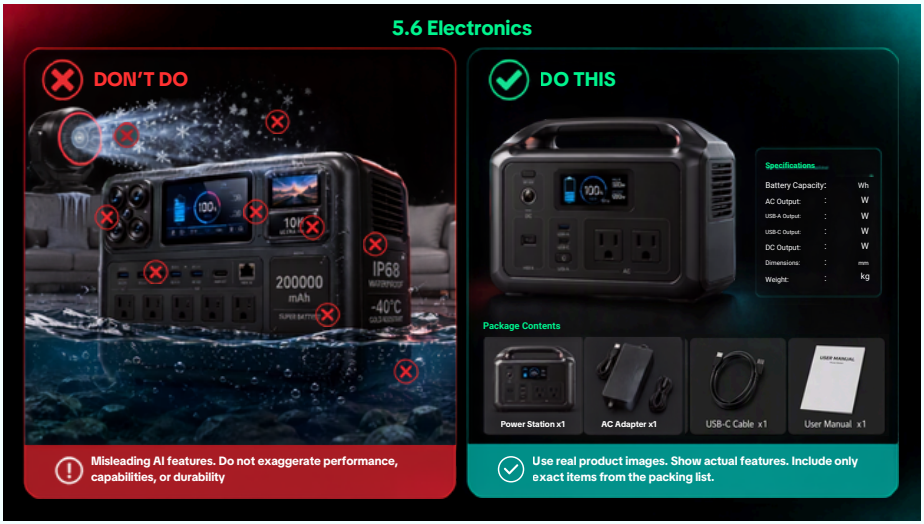
Actually only 2 cameras • No 5G • Not waterproof

Compliant Example (truthfully shows real specs)



4G LTE
Dual Camera 12MP
IP54 Daily Water Resistance
4000mah

Specs accurately labeled



7 Toys & Hobbies

- Do not use AIGC to show toy guns firing lightning, flames, lasers, or other effects that the real product does not have; to show small toys as nearly the size of people, furniture, or real vehicles; to show static toys as automatically moving, interacting intelligently, speaking, or having advanced functions not supported by the product; or to show models, plush toys, or simulated pets as real animals.

- Sellers must clearly show toy size, material, accessories, applicable age, and real functions. For remote-control, electric, light-and-sound toys, sellers must show the true functional boundaries.



8 Furniture

- When using AIGC scenario images, sellers **must keep the furniture's true size,** structure, color, material, and component positions.
- Drawers, cabinet doors, shelves, switches, wheels, brackets, and foldable structures must match the real product. It is recommended to provide L×W×H or W×D×H in images.
- Sellers **must not show small furniture as full-size furniture**, render artificial board, plastic, or metal veneer as solid wood, marble, or genuine leather, or show non-existent storage capacity, load-bearing capability, or transformation functions.



9 Household Appliances

- Do not use AIGC to show significant electricity saving, water saving, fuel saving, noise reduction, cooling, heating, purification, or other unproven effects.
- Do not show 3D holograms, floating, long-distance coverage, ultra-fast cleaning, or ultra-fast drying functions that the real product does not have.
- Do not show incorrect or unsafe usage environments, such as indoor appliances used outdoors in rain, high temperature, or humid environments. Power, capacity, coverage area, applicable environment, and function modes must match the product manual.
- Effect images must be based on real testing or reasonable usage scenarios.

5.9 Household Appliances - Exaggerated Effects





Part 3

Seller Enforcement, Remediation and Checklist



1 Enforcement

TikTok Shop regularly reviews seller listings. Sellers who do not comply with the **AI-generated Product Detail Page Image Guidelines** may be subject to **enforcement actions**, including but not limited to product delisting or deactivation, product freezing, formal warnings, account health rating point deduction, and other account-level actions. **Repeated violations may result in more severe enforcement actions.**

2 Required remediation

Sellers **must complete the following remediation** actions where applicable:

1. Replace or remove misleading AIGC images.
2. Upload real product photos covering the main image, details, size, material, packaging, and accessories.
3. Correct the title, attributes, SKU information, packaging list, and specification images.
4. Add a disclosure for AI-generated scenario images: “For scenario display only. The actual product and specifications shall prevail.”
5. Provide evidence for high-risk claims or remove those claims.
6. If misleading images have caused concentrated complaints, complete after-sales compensation and product governance actions.



3 Seller Checklist

Use the checklist below to check whether your Product Listing Page images comply with TikTok Shop's AIGC requirements:

- [ ] Does the product in the image fully match the actual product to be shipped?
- [ ] Has AI changed the product's size, scale, color, material, thickness, quantity, or accessories?
- [ ] Is at least one real product photo provided?
- [ ] Does each SKU image match the actual SKU one by one?
- [ ] Does the packaging list match the quantity and accessories shown in the image?
- [ ] Are function or effect images supported by real evidence?
- [ ] Are there any extreme before-and-after images or impossible effects?
- [ ] Does the listing involve high-risk claims related to health, medical treatment, food safety, electrical safety, child safety, or home-improvement load-bearing?
- [ ] Are simulation, model, decorative, toy, or non-edible products clearly labeled?
- [ ] If AIGC scenario images are used, have they been labeled or disclosed as required by the platform?



Useful Resources

Click on the links below to read more on TikTok Shop policy:

[False Display of Information (including AIGC)]

[Misleading Product Information (Functionality or Effect)]

[AIGC Policy for Creators]

Check your violations and appeal if needed

Received a violation? Review the violation details to learn what went wrong.
If you believe it was issued in error, submit an appeal.

Pro tip!
Don't delete your content before you appeal.
Once you delete it, you won't be able to appeal the violation.

