

Domatters provide online marketing service to help overseas clients to entry China market.

- 1.Chinese content copywriting
- 2.Chinese translation service
- 3.Baidu SEO Ranking
- 4.China Link Building
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7. WeChat marketing, tiktok marketing, Little Red Book, etc.
8. Chinese and English video subtitle editing, creating video scripts. video editing. etc.



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# 新广告法的敏感词禁用词，在中国做生意的伙伴们必须收藏

## Sensitive and prohibited words in China's new advertising law, partners who do business in China must collect them

Domatters China marketing Agency 为大家整理一波 《新广告法》及其他法规中涉及的敏感词雷区,以便大家日常使用时能及时避开。

Domatters China marketing Agency sorts out a wave of minefields of sensitive words involved in the "New Advertising Law" and other regulations, so that everyone can avoid them in time in daily use.

### 食品类敏感词 Food Sensitive Words

《食品广告发布暂行规定》第四章第三节第七十三条[食品广告要求]食品广告的内容应当真实合法，不得含有虚假内容，不得涉及疾病预防、治疗功能。食品生产经营者对食品广告内容的真实性、合法性负责。

Article 73 of Chapter 4, Section 3 of the "Interim Provisions on Food Advertisements" [Food Advertisement Requirements] The content of food advertisements shall be true and legal, and must **not contain false content, and must not involve disease prevention and treatment functions.** Food producers and dealers are responsible for the authenticity and legality of the content of food advertisements.

例如之前，旺仔牛奶收到一则举报:广告语与实际不符。

因为有人买了一盒旺仔牛奶，回去喝了之后发现，运气一点都不旺!于是,他去工商局举报旺仔牛奶:你说喝了就会旺，可是我一点都不旺，你要赔钱!

自《新广告法》实施以来,这样的例子举不胜举，因此面对**减肥饼干、酵素.即食粥等食品，以及保健食品、新资源食品和特殊营养食品的宣传。**在中国做生意的朋友们需要注意避开这些“坑”:

Since the implementation of China's "New Advertising Law", there have been countless such examples, so it is faced with **the promotion of diet biscuits, enzymes, instant porridge and other foods, as well as health food, new**

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**resource food and special nutritional food. Friends who do business in China need to pay attention to avoid these "pitfalls":**

- 1、食品广告不得含有“最新科学”、“最新技术”、“最先进加工工艺”等绝对化的语言或者表示。
- 2、食品广告不得明示或者暗示可以替代母乳，不得使用哺乳妇女和婴儿的形象。
- 3、不得在商品包装和宣传页面上，使用“国家免检产品”字样和图案。
- 4.不得使用与药品相混淆的词汇，不得直接或间接宣传食品的治疗作用，如“对.....疾病具有预防和治疗作用”、“降低血压和胆固醇”、.对...辐射危害有保护作用”等等，以及处方、复方、治疗、消炎、抗炎、活血、祛瘀、止咳、解毒、疗效、防治、防瘤、抗癌、肿瘤、增高、益智、各种疾病名称等明示或暗示有治疗作用的词语。
- 5、不得使用祖传、秘制等虚假性词语。
- 6、强力、特效、全效、强效、奇效、高效、速效、神效等夸大性词语。
- 7、神丹、神仙等庸俗或带有封建迷信色彩的词语。
- 8、保健食品广告应当显著标明“本品不能代替药物”

1. Food advertisements must not contain absolute language or expressions such as "the latest science", "the latest technology", and "the most advanced processing technology".

2. Food advertisements must not expressly or imply that they can replace breast milk, and images of breastfeeding women and babies must not be used.

3. The words and patterns of "National inspection-free products" shall not be used on commodity packaging and publicity pages.

4. Do not use words that are confused with medicines, and do not directly or indirectly promote the therapeutic effects of food, such as "has preventive and therapeutic effects on... diseases", "lowers blood pressure and cholesterol",... Radiation hazards have a protective effect" and so on, as well as prescriptions, compound prescriptions, treatments, anti-inflammatory, anti-inflammatory, blood circulation, blood stasis, cough, detoxification, curative effect, prevention and treatment, anti-tumor, anti-cancer, tumor, increase, intelligence, various diseases Names and other words that express or imply therapeutic effects.

5. Do not use false words such as ancestral tradition and secret system.

6. Exaggerated words such as powerful, special effect, full effect, strong effect, miraculous effect, high efficiency, quick effect, and miraculous effect.

7. Vulgar or feudal superstitious words such as gods and immortals.

8. Health food advertisements should clearly indicate that "this product cannot replace drugs"

## 美妆品类敏感词 Sensitive words in beauty category

《新广告法》第二章第八条广告中对商品的性能、功能、产地、用途、质量、成分、价格、生产者、有效期限、允诺等或者对服务的内容、提供者、形式、质量、价格、允诺等有表示的，应当准确、清楚、明白。

Article 8 of Chapter II of the New Advertising Law refers to **commodities, such as performance, function, place of origin, use, quality, composition, price, producer, expiration date, promise, etc.**Or **express the service, such as content, provider, form, quality, price, promise, etc.**, these should be accurate, clear and understandable.

第十一条广告内容涉及的事项需要取得行政许可的，应当与许可的内容相符合。广告使用**数据、统计资料、调查结果、文摘、引用语**等引证内容的，应当真实、准确，并表明出处。引证内容有适用范围和有效期限的，应当明确表示。

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Article 11 If the matters involved in the content of the advertisement need to obtain an administrative license, it shall conform to the content of the license. Advertisements that use quotations such as **data, statistical data, survey results, abstracts, quotations, etc.**, shall be true and accurate, and the source shall be indicated. If the cited content has a scope of application and a valid period, it shall be clearly stated.

因此，美妆类商家在日常宣传时，必须避开以下这些“敏感词”：

**Therefore, beauty cosmetics merchants must avoid the following "sensitive words" in their daily publicity:**

- 1、不能使用“无任何副作用”、“100%”、“彻底”、“完全”等绝对化词汇。
- 2、不能使用特效、全效、强效、奇效、高效、速效、神效、超强等夸张用语。
- 3、纯天然、换肤、去除皱纹等虚假性词意。
- 4、处方、药方、药用、药物、医疗、医治、治疗、妊娠纹、各类皮肤病名称等医疗术语。
- 5 抗菌、抑菌、除菌、灭菌、防菌、消炎、抗炎、活血、解毒、抗敏、防敏、脱敏、斑立净、无斑、祛疤、生发、毛发再生、止脱、溶脂、吸脂、瘦身、瘦脸、瘦腿等明示或暗示医疗作用和效果的词语。
- 6、经皮肤测试;经 XX 认证; XX 天见效; XX 周期见效等词汇。(已出现罚款示例，且处罚很重。)
- 7、对于以化妆品名义注册或备案的产品，宣称“药妆”、“医学护肤品”等“化妆品”概念的，属于违法行为。

## 药品和医疗器械产品敏感词:

### Sensitive words for pharmaceutical and medical device products:

- 1、“安全”、“无毒副作用”、“无效退款”、“无依赖”、“保险公司承保”等承诺性用语；
- 2、家庭必备、热销、抢购、试用等用语。
- 3、表现性器官的用语或形容。
- 4、以儿童为诉求对象，以儿童的名义介绍医疗器械。

除了食品、化妆品、医疗器械等特殊产品，对于一般的大众商品，广告法也明确规定了部分不能使用的敏感词汇。

1. Commitment terms such as "safety", "no toxic and side effects", "invalid refund", "no dependence", "underwriting by insurance company";
2. Phrases such as family must-have, hot sale, panic buying, and trial use.
3. The expression or description of sexual organs.
4. Take children as the object of appeal, and introduce medical devices in the name of children.

In addition to special products such as food, cosmetics, and medical equipment, the Advertising Law also clearly stipulates some sensitive words that cannot be used for general mass commodities.

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## 所有商品均不得使用的广告语敏感词:

### Advertisement sensitive words that are not allowed for all products:

- 1、国家级、世界级、最高级、最佳、第一、唯一、首个、最好、精确、顶级、最低、最底、最便宜、最大程度、最新技术、最先进科学、国家级产品、填补国内空白、绝对、独家、首家、最新、最先进、第一品牌、金牌、名牌、最赚、超赚、最先、巨星、奢侈、至尊、顶级享受等绝对性用语。
- 2、国家 xxx 领导人推荐、国家 xx 机关推荐、国家 xx 机关专供、特供等借国家、国家机关工作人员名称进行宣传的用语。
- 3、质量免检、无需国家质量检测、免抽检等宣称质量无需检测的用语。
- 4、使用人民币图样(但央行批准的除外)。
- 5、繁体字、单独使用外国文字、或中英文结合用词。
- 6、驰名商标, 商品已注册驰名商标等在全类宣传出使用"驰名商标" 字样。
- 7、迷信用于, 例如化解小人、增强第六感、增强好运、逢凶化吉、时来运转等等。
- 8、严禁使用"点击 xx" 字样, 例如" 恭喜获奖"、" 全民免单"、" 点击获取"、" 点击有惊喜"等元素。
- 9、慎用 "随时涨价"。"仅此一次"、" 马上降价"、" 最后一波" 等词汇

1. National, world class, superlative, best, first, only, first, best, precise, top, lowest, lowest, cheapest, greatest, latest technology, most advanced science, national product , Absolute terms such as filling the domestic gap, absolute, exclusive, first, latest, most advanced, first brand, gold medal, famous brand, most profitable, super profitable, first, superstar, luxury, supreme, top enjoyment, etc.

2. Terms recommended by state leaders, recommended by state organs, exclusively provided by state organs, special supplies, etc., using the names of state and state organ staff for publicity.

3. Words that claim that quality does not need to be tested, such as quality inspection, no need for national quality inspection, and no sampling inspection.

4. Use RMB patterns (except those approved by the central bank).

5. Traditional characters, using foreign characters alone, or a combination of Chinese and English words.

6. Well-known trademarks, registered well-known trademarks, etc., use the words "well-known trademarks" in various promotions.

7. Superstitions are used, for example, to resolve villains, enhance the sixth sense, enhance good luck, turn bad luck into good luck, and turn good times into luck, etc.

8. It is strictly forbidden to use the words "click xx", such as "congratulations for winning the award", "free order for all", "click to get", "click to have a surprise" and other elements.

9. Use "raise prices at any time" with caution. Words such as "only this time", "price drop immediately", "last wave".

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## 以下是一份抖音违禁词指南:

### The following is a guide to Douyin's prohibited words:

#### 不文明用语 **Uncivilized language**

装逼、草泥马、特么的、撕逼、玛拉戈壁、爆菊、JB.呆逼、本属、齐 B 短裙、法克鱿、丢你老母、达菲鸡、装 13、逼格、蛋疼、傻逼、绿茶婊、你妈的、表砸、席爆了、买了个婊、已撸、吉跋猫、妈蛋、逗比、我靠、碧莲、碧池、然并卵、日了狗、屁民、吃翔、XX 狗、淫家、你妹、浮尸国、滚粗(包括但不限于以上)

#### 淫秽、色情、赌博、迷信、恐怖、暴力、丑恶用语

### Obscenity, pornography, gambling, superstition, horror, violence, ugly terms

性生活、性交、生殖器等淫乱的文字或画面，有碍善良风俗、有伤风化的内容；  
杀戮，打、砍、剁、砸、烧等宣扬武力，凶杀、恶性事件、使人感到生命财产受到威胁的内容；  
带来好运气、增强第六感、化解小人、增加事业运、招财进宝、健康富贵、提升运气、有助事业、护身、平衡正负能量、消除精神压力、调和气压。逢凶化吉、时来运转、万事亨通、旺人、旺财、助吉避凶、转富招福等；  
算命、算卦、神仙、保佑、玉皇大帝、王母、鬼怪、精灵、如来、佛祖、财神、灶神、门神、大仙、魔鬼、地狱、报应等信神弄鬼的内容等(包括但不限于以上)

#### 民族、种族、性别歧视用语 **Ethnic, racial, sexist terms**

回回、靴子、高丽棒子、老毛子、黑鬼、血统、杂种、东亚病夫、蛮夷、大男人、小女人、男尊女卑、重男轻女、洋鬼子、小日本、大汉族主义等(包括但不限于以上)

#### 化妆品虚假宣传用语 **Cosmetics false promotion terms**

特效、高效、全效、强效、速效、xX 天见效、Xx 周期见效、超强、激活、全方位、全面、安全、无毒、溶脂、吸脂、燃烧脂肪、瘦身、瘦脸、瘦腿、减肥、延年益寿、提高(保护)记忆力、提高肌肤抗刺激、消除、清除、化解死细胞、去(祛)除皱纹、平皱、修复断裂弹性(力)纤维、止脱、采用新型着色机理永不褪色、迅速修复受紫外线伤害的肌肤、更新肌肤、破坏黑色素细胞、阻断(阻碍)黑色素的形成、丰乳、丰胸、使乳房丰满、预防乳房松弛下垂(美乳、健美类化妆品除外)、改善(促进)睡眠、舒眠等 (包括但不限于以上)

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## 医疗用语 **medical terms**

调整人体内分泌平衡、助眠、滋阴补阳、消炎、可促进新陈代谢、减少红血丝、治愈(治愈系除外)、抗炎、活血、解毒、抗敏、减肥、清热解毒、清热祛湿、抗菌、消毒、防敏、补血、安神、养脑、益气、通脉、利尿、补肾、祛风、生发、防瘤、祛疤、防治高血压、治疗、改善内分泌、治疗腋臭、美容治疗、无斑、治疗斑秃、妊娠纹、生发止脱、毛囊激活、酒糟鼻、处方、丘疹、脓疱、手癣、传染性湿疹、便秘、哮喘、支气管炎、消化不良、烫伤、疮痍、荷尔蒙、抗生素、激素、细胞增殖和分化、患处、疤痕、关节痛、毛细血管、淋巴毒等(包括但不限于以上)

做以上行业的小伙伴用词需小心。以上就是 Domatters 为大家整理的《新广告法》部分敏感词，希望能对大家有用!

Friends who are engaged in the above related industries need to be careful when writing descriptions and other words. The above are some sensitive words in the "New Advertising Law" compiled by Domatters for you. Domatters hopes that this article can be useful to everyone!