

Checklist: How to Handle Listing Suppression Caused by Compliance or Claims Wording

Step 1: Identify the Suppression Reason

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Start in Seller Central → Manage Inventory and review the suppression message.

Determine whether Amazon flagged:

- Product claims
- Missing compliance information
- Restricted keywords
- Missing required attributes
- Category-specific requirements

Step 2: Review Your Listing Copy

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Carefully review your:

- Product title
- Bullet points
- Product description
- A+ Content
- Backend search terms

Look for wording that could be interpreted as:

- Medical claims
- Safety guarantees
- Environmental claims
- Performance guarantees
- Comparative or absolute claims

Step 3: Verify Supporting Documentation

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If your product makes regulated claims, confirm you have the documentation to support them, such as:

- Product testing reports
- Compliance certificates
- Manufacturer documentation
- Required certifications

Step 4: Update the Listing

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Revise the content to make it:

- Accurate
- Factual
- Supported by evidence
- Consistent with Amazon's product policies

Step 5: Monitor the Listing

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After submitting your updates:

- Watch for suppression removal
- Check if Amazon requests additional documentation
- Review Account Health for related policy notifications

Step 6: Escalate if Needed

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If the listing remains suppressed after compliant updates:

- Open a Seller Support case
- Include the ASIN
- Explain the changes made
- Attach any supporting compliance documents if requested

Final Check

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Continue troubleshooting if:

- The listing is still under review.
- Amazon has requested additional information.
- You're waiting for compliance verification.

Consider escalating when:

- The suppression remains after compliant edits.
- Multiple ASINs are affected.
- Documentation has already been submitted without resolution.

If you're unsure whether the issue is compliance, catalog-related, or policy-based, Seller Candy offers free consultations to help Amazon sellers determine the best next step before making changes that could delay reinstatement.