

Subject: Appeal for Reinstatement: Seller Account Suspension: Restricted Products Policy Violation (includes Disease Claims)

Dear Amazon Seller Performance Team,

My name is Elijah Kim, and I am the owner of Bubzi Co. I am writing to formally appeal the suspension of my seller account related to the ASIN B00J7KU3LA, which has been flagged for issues concerning compliance with Amazon's Restricted Products policy.

I understand that my product has been deemed non-compliant, specifically due to the presence of prohibited disease claims, which I take very seriously. I am fully committed to adhering to Amazon's selling policies and have taken immediate action to rectify the situation, including sanitizing my listings and ensuring all necessary certifications are in place. Thank you for your attention to this matter, and I appreciate the opportunity to clarify and resolve the compliance issues raised.

Root Cause Analysis

The root cause of the issue leading to the suspension of my seller account for ASIN B00J7KU3LA stems from my failure to adequately align my product listings with Amazon's Restricted Products policy. In reviewing the compliance of my product, it became evident that certain claims made in the product description were interpreted as disease claims, which are prohibited under Amazon's policies. These claims were inadvertently included during the listing process as a result of my initial misunderstanding of the allowable marketing language specific to dietary supplements.

To investigate this issue, I conducted a thorough review of my product listings, focusing specifically on the description and promotional material used. This included evaluating customer feedback and communications that may have led to the identification of the violations. I also engaged with my supplier to ensure that all necessary certifications and documentation were in place. During this process, I discovered that the language used in my listing did not fully comply with Amazon's guidelines regarding health claims, and I recognized the need to eliminate any ambiguous statements that could be construed as implying a treatment or cure for diseases.

I take full responsibility for these oversights and acknowledge that my lack of familiarity with the stringent compliance requirements for dietary supplements contributed to the issue. Despite my commitment to providing quality products, I did not fully verify that all elements of my listing adhered to Amazon's policies. This has been a learning experience, and I am dedicated to ensuring that my future listings will meet all necessary guidelines to uphold the integrity of my business on the Amazon platform.

Corrective Actions Taken

I have taken significant steps to address the issues that led to the suspension of my seller account. First and foremost, I completed a comprehensive review of my product listings, specifically focusing on ASIN B00J7KU3LA to ensure compliance with Amazon's Restricted Products policy. I thoroughly sanitized my listings to remove any language that could be interpreted as disease claims, aligning my product description strictly with acceptable marketing language for dietary supplements. This included revising all promotional material to ensure it only included structure and function claims that are permissible under Amazon's guidelines.

In addition to updating my listings, I gathered and attached all relevant documentation to validate my product's compliance status. I obtained a valid Certificate of Analysis (COA) from my supplier, confirming the quality and safety of my product. This COA reflects the scientific testing performed on the ingredients, ensuring they meet federal regulations and Amazon's requirements. Furthermore, I have included confirmations of Good Manufacturing Practices (GMP) from my supplier, which substantiate that the product was manufactured in adherence to industry standards.

To enhance compliance moving forward, I have established a new system for verifying all future product listings before they are posted. This process includes a mandatory review by a designated compliance officer within my team, who will be responsible for cross-referencing all product claims against Amazon's policies and relevant regulations. I also hired a compliance consultant who specializes in dietary supplement regulations and Amazon's policies to provide additional guidance and training to my team. This proactive approach will ensure that every listing is thoroughly examined for potential compliance issues, significantly reducing the risk of future violations.

Moreover, I have implemented a customer feedback monitoring system that allows me to proactively identify and address any emerging concerns related to product satisfaction or compliance. This system includes regular audits of customer complaints and reviews to ensure that I can swiftly address any issues that may arise. Any products that do not meet the expected customer experience will be immediately withdrawn from inventory. Through these corrective actions, I am committed to upholding the integrity of my business and ensuring ongoing compliance with Amazon's policies.

Preventive Measures to Avoid Future Issues

To ensure compliance with Amazon's policies and prevent the reoccurrence of issues related to restricted products, I will implement a comprehensive plan encompassing several key categories: Sourcing, Listings, Training, and Monitoring.

In the area of Sourcing, I will establish relationships exclusively with reputable suppliers who can provide all necessary documentation, including Certificates of Analysis (COA) and confirmations of Good Manufacturing Practices (GMP). Each supplier will undergo a rigorous vetting process to verify their legitimacy and ability to provide compliant products. I will also ensure that all sourced products are exempt from 510(k) premarket approval if applicable, and this information will be documented transparently. Moving forward, I will maintain an updated record of supplier certifications and compliance documents, enabling easy access for audits and reviews.

For Listings, I will implement a detailed review process for all product descriptions and marketing claims prior to publication. This will include a mandatory compliance check to ensure that no prohibited disease claims are present, reaffirming that all product descriptions adhere strictly to Amazon's guidelines. I will also conduct regular audits of active listings to confirm that all language used is permissible, making sure that only structure and function claims are included. In addition, any new product listings will be cross-referenced against Amazon's Restricted Products policy, ensuring that there are no ambiguities or misrepresentations that could lead to compliance violations.

Training will be a critical component of my preventive measures. I will conduct comprehensive training sessions for my team to educate them on Amazon's policies and the importance of regulatory compliance. This training will be ongoing, incorporating updates and changes to Amazon's policies as they arise. Additionally, I will engage a compliance consultant who specializes in dietary supplement regulations to provide expert guidance and training workshops, ensuring my team is well-equipped to handle compliance issues and understand the nuances of product claims.

Lastly, Monitoring will play an essential role in maintaining compliance and ensuring a positive customer experience. I will implement a system to regularly monitor customer feedback, complaints, and reviews, allowing for proactive identification of potential issues. This system will enable me to respond rapidly to any customer concerns and address them accordingly. Moreover, any product that creates a poor customer experience will be promptly withdrawn from inventory. I will commit to conducting quarterly audits of my products and listings to identify potential compliance issues before they escalate, ensuring that all aspects of my business operations align with Amazon's standards and customer expectations. Through this comprehensive approach, I am dedicated to upholding the integrity of my business and fostering a trustworthy marketplace on Amazon.

Thank you for your attention to this matter. I am fully committed to resolving the compliance issues identified and ensuring that my business operates in alignment with Amazon's policies. I respectfully request the reinstatement of my seller account for ASIN B00J7KU3LA, as I have taken significant corrective actions and established robust preventive measures to avoid any future violations.

I appreciate your consideration and support in this matter, and I look forward to continuing my partnership with Amazon.

Sincerely,

Elijah Kim
Bubzi Co.
cashkimlife@gmail.com