


## How to Get Accepted into a Restricted Category - Even as a Brand New Seller

Even new sellers with zero selling history can apply and get accepted to sell in restricted categories such as Health & Beauty or Grocery

Why would you want to bother?

Because some of these categories have massive volume and the opportunities are endless. Yes, there is also more competition, but because there are so many opportunities, you can still do incredibly well in these categories.

For example, Vitamin C Serum is a high volume product. There are a ton of sellers for this type of product, but even so, many of them are selling a lot of units every day. Packaging and presentation are ultra-important, as is creating a high converting listing. So follow the course lessons for listings and rankings and you will have a huge advantage over many other sellers, even in high competition categories.




**Alina Skin Care Enhanced Vitamin C Serum and Moisturizer with Hyaluronic Acid...**  
by Alina Skin Care, Inc

**\$26.95**  
✓Prime  
FREE Shipping on orders over \$35

More options available:  
[Other Sellers](#) (from \$26.95)

★★★★★ ▾ 809

**Product Features**  
... Our product is really a 2-1 vitamin C  
[Health & Personal Care: See all 5,3](#)




**Vitamin C Under Eye and Skin Care Facial Serum By Lilian Fache - With 25% Vitamin...**  
by Lilian Fache

**\$19.97**  
✓Prime  
FREE Shipping on orders over \$35

More options available:  
[Other Sellers](#) (from \$18.95)

★★★★★ ▾ 383

**Product Features**  
... MONEY BACK! Lilian Fache Vitam  
Hydroxy Acid is ...  
[Beauty: See all 5,020 items](#)



**Vitamin C Serum 1oz Pump Action Bottle with 25% Vitamin C Plus Hyaluronic Acid...**  
by Hamilton Healthcare

**\$19.97**  
FREE Shipping

More options available:  
[Other Sellers](#) (from \$19.97)

★★★★★ ▾ 56

**Product Features**  
... When you order our Vitamin C Ser  
...  
[Health & Personal Care: See all 5,3](#)

When selling something like Vitamin C Serum (there are tons of other possibilities, I just picked this one as an example), you absolutely need to brand your product right from the start, otherwise you will not be able to stand out.

In a category such as Health or Beauty, even with a big advantage, you will still need to work hard to get your listing established and you will probably need to run several sales and promotions with at least 50 units allocated to each promotion.

However, there is no need to actually LOSE money on your promotions. Work it out that so that you at least break even. Even a 50% discount coupon will get plenty of takers for a popular product like Vitamin C Serum. Note, I am NOT suggesting or recommending Vitamin C serum as a product to sell. I am merely using it to demonstrate an example.

***\*\*You CANNOT source a product of this nature from China. If it goes on the body or in the body, it needs to be sourced either domestically, or from a country that has all the correct regulations in place regarding the manufacture of this type of product. Never, ever be tempted to source an edible or topical product from China and that includes products for animals.\*\****

## Before you apply for approval...

Check the requirements for the restricted category you want to sell in

To find the Amazon page relevant to the marketplace you want to sell in, either search the Help pages from within seller central, or simply go to Google and type in:

‘Amazon (country) categories and products requiring approval’

Below is the list for Amazon US

### Categories and Products Requiring Approval

Sellers are required to obtain approval from Amazon before listing in certain product categories.

The table below lists the categories that currently require approval. If you would like to sell in one of these categories, click the link next to the category name and follow the instructions to submit your application.

Category	
Automotive & Powersports	<a href="#">View requirements</a>
Collectible Books	<a href="#">View requirements</a>
Collectible Coins	<a href="#">View requirements</a>
Entertainment Collectibles	<a href="#">View requirements</a>
Fine Art	<a href="#">View requirements</a>
Fine Jewelry	<a href="#">View requirements</a>
Gift Cards	<a href="#">View requirements</a>
Grocery & Gourmet Foods	<a href="#">View requirements</a>
Independent Design	<a href="#">View requirements</a>
Major Appliances	<a href="#">View requirements</a>
Services	<a href="#">View requirements</a>
Sexual Wellness	<a href="#">View requirements</a>
Sports Collectibles	<a href="#">View requirements</a>
Textbook Rentals	We are currently not accepting new seller applications to list products in the Textbook Rentals category.
Video, DVD, & Blu-ray	<a href="#">View requirements</a>
Watches	<a href="#">View requirements</a>
Wine	<a href="#">View requirements</a>

Click on ‘View requirements’

Please note that recently, Amazon has removed some categories from the list. Health & Beauty has been removed, as has Clothing and as has Industrial & Scientific.

However, you still need approval. Now, the way it works is that you need approval for the individual products you want to sell in those categories, as opposed to getting approval for the actual category as a whole.

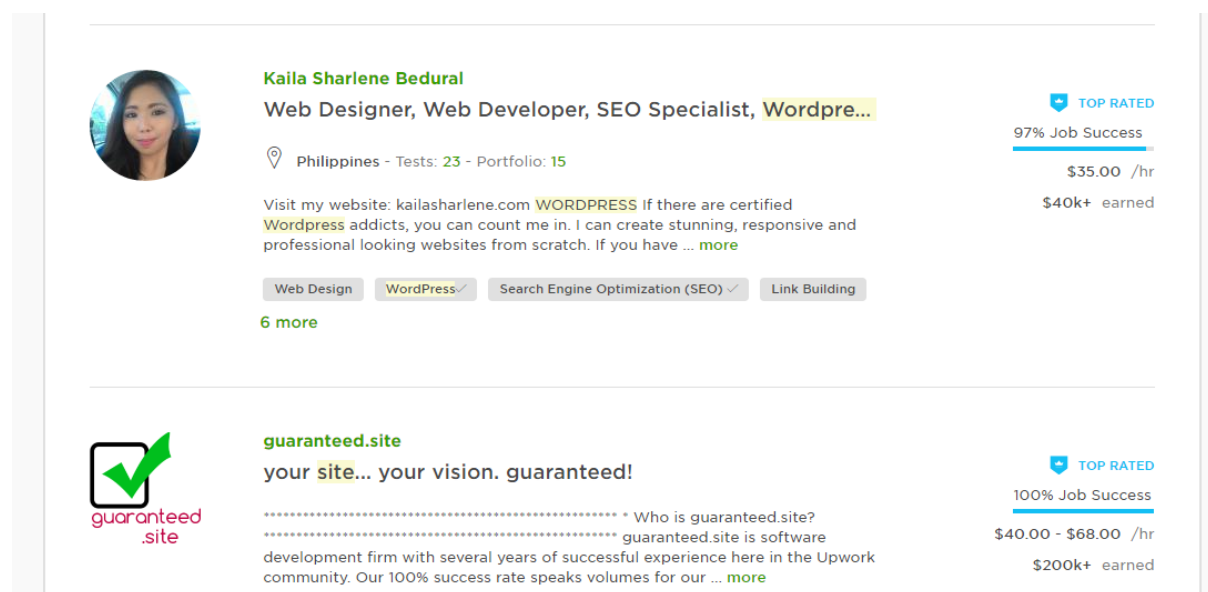
There will be some products in these categories that you are able to sell without approval. For example, nail scissors would fall in the Health & Beauty category, but it’s unlikely that you would need approval to sell them. It’s just a pair of scissors. However, if you wanted to

sell skin cream for example (which also falls in the Health & Beauty category), you would definitely need approval.

### Things you will need before you start the approval process

**A website** – although it's not mandatory to have a website, your application will be looked upon more favourably if you have one.

Therefore you should set up a website specifically for your new product/s. Just a basic site on WordPress is all you need. Get some good images of your product, your logo, and write some content. If you don't want to set up the website yourself, get somebody Upwork.com to do it for you.



The screenshot displays two Upwork profiles. The first profile is for Kaila Sharlene Bedural, a Web Designer, Web Developer, SEO Specialist, and WordPress expert. She is located in the Philippines, has 23 tests and 15 portfolio items. Her job success rate is 97%, and she has earned \$40k+ at a rate of \$35.00/hr. Her skills include Web Design, WordPress, Search Engine Optimization (SEO), and Link Building. The second profile is for guaranteed.site, a software development firm. They have a 100% job success rate and have earned \$200k+ at a rate of \$40.00 - \$68.00/hr. Their bio mentions they are a software development firm with several years of experience in the Upwork community.

Profile Name	Location	Tests	Portfolio	Job Success	Hourly Rate	Earnings
Kaila Sharlene Bedural	Philippines	23	15	97%	\$35.00 /hr	\$40k+
guaranteed.site				100%	\$40.00 - \$68.00 /hr	\$200k+

Even a basic site needs certain things. You will need a Home page, an About page, legal pages in the footer, contact details including a physical address. On top of that you should have enough content on the site so that it doesn't look as if you have set it up for the sole purpose of getting approval!

**3 invoices** for the product you initially want to sell. To do this, ask your supplier to create 3 invoices instead of 1 for your first order. Explain to them why you need this and that it's only a one-time thing. So instead of getting one invoice for your order, ask the supplier to split into 3 and date them with different dates. If this is not possible, place 3 smaller orders a few days apart.

*The downside is that you need to buy some stock even before you have gained approval. However, if it were me, I wouldn't consider that to be a deal breaker because I would simply sell the stock somewhere else, such as a local classifieds website.*

Once you have these two things, apply to Amazon for approval. You can do this from your Seller Central account. After applying, Amazon will come back to you and ask you for

invoices. Depending on the type of product, you may also be asked for other documentation.

If you DO get turned down, it is most likely because you ARE brand new. In this case, wait until you have two months (or so) selling history, and apply again.

**Caveat** - There may be some categories where Amazon will have further requirements. Such as Jewelry, which is more difficult to get in to. In fact it's not possible for a new seller to get accepted into the Jewelry category.

*Occasionally Amazon closes a category to new sellers, although this is never permanent and the closed category will always reopen again at some point.*

Also note that the Toys category becomes a restricted category during the holiday (Christmas) selling period. The rest of the year it is not restricted. If you want to sell in Toys, the best way is to start selling while it's not restricted. That way you will not have a problem getting approved when the holiday season comes around.