

Illustrated wording and regulatory review guide

Read the actual scan UI and see what a person must verify before publication.

PRE-LAUNCH • screenshots use sample data

Prepared: 25 September 2026

What this feature is

Palette Studio flags wording for review and shows severity, the matched phrase, category, reason and an alternative. This is preliminary assistance—not a determination that a specific product is lawful, legal advice or regulator approval.

How to read a result

☐

サンプル VCモイスチャークリーム

AI 代替案を生成

閉じる

重大

化粧品

2 件

違反詳細

「シミを完全に消す」 — 医薬品の効能 / 治療や除去を保証する医薬品の効能に読める可能性があります。
代替案: 肌にうるおいを与え、乾燥によるくすみを目立ちにくくする

「必ず若返る」 — 効果保証 / 効果を保証する断定表現です。
代替案: ハリのある印象の肌へ整える

An expanded sample cosmetics result in the Japanese UI; all product data is fictional.

Field	How to use it
Critical / review	Prioritises review; it is not a pass/fail verdict.
Match / category	Re-read it in context and against the product category.
Reason / alternative	Compare with evidence and official scope, then edit manually.

Verify by product category

Product	Compare with official information	Human decision
Cosmetics	Whether it is a cosmetic or quasi-drug; quasi-drug approval or the permitted cosmetic-claim scope.	Specific wording, ingredient/test evidence and the impression created with imagery.
Foods / supplements	Food classification and, where applicable, the notified claim and public filing.	Whether wording stays within the notification and avoids medicinal implications.
All products	Objective evidence and conditions for No.1, quality or price claims.	Whether the overall ad materially overstates quality or advantage.

Key points from official guidance

- Article 66 of the PMD Act prohibits false or exaggerated advertising of medicines, quasi-drugs, cosmetics and medical devices.
- Cosmetic efficacy wording should be checked against the scope published by MHLW and the facts of the specific product.
- Foods with Function Claims are notified under business responsibility and are not individually approved by the government; compare wording with the notified claim.
- Japan's representation rules require review of materially misleading quality or price impressions and the objective evidence behind them.

☐ サンプル 毎日すっきりサブリ

☐ 要確認

健康食品・サブリ

2 件

AI 代替案を生成

閉じる

違反詳細

「脂肪を必ず燃焼」 — 機能性表示食品の届出逸脱 / 商品区分、届出表示、根拠資料との照合が必要です。
代替案: 届出表示がある場合は、その範囲内で記載する

「No.1」 — 最大級表現 / 調査条件と客観的根拠の表示が必要です。
代替案: 根拠と調査条件を明示できない場合は削除する

A sample food/supplement result; compare it with notified wording and evidence.

Main categories flagged by the app

- Medicinal effects, guaranteed results, anti-ageing, whitening, acne, hair growth and slimming.
- Departure from notified food claims, misleading price/quality, missing substantiation and superlatives.
- No finding is not proof of compliance. Review the whole promotion, including images, notes, links, video and testimonials.

Before applying a change

An alternative is not automatically lawful. Confirm it preserves product facts and required wording, then inspect the resulting meaning on the Shopify storefront.

Four steps before publication

Step	Check
1 Source facts	Fix the classification, approval/notification, specifications, ingredients and evidence.
2 Scan	Review matches, reasons and alternatives, starting with critical items.
3 Human review	Check official information, evidence, context and the impression including imagery.
4 After applying	Re-read the storefront and retain the change history and reviewer.

Pre-publication checklist

- Confirmed product classification and any approval or notification wording.
- Retained evidence for efficacy, ingredients, tests, No.1 and price comparisons.
- Reviewed titles, body copy, imagery, notes and ad journey—including unflagged areas.
- Escalated uncertain wording to the responsible reviewer, qualified adviser or current regulator guidance.

Important

Rules and guidance change, and conclusions depend on product and advertising facts. This guide points to official information checked on 25 September 2026 and is not legal advice for a specific case.

Sources and verification

Features and UI: current Palette Studio source (shopify-apparel-ai, checked 25 Sep 2026). Pricing and launch status: official landing page and current plan definitions. Screenshots show the Japanese UI with sample data in an isolated preview, not proof of live-store operation or production saving.

<https://palette-studio.app/>

厚生労働省 | 医薬品等の広告規制: https://www.mhlw.go.jp/stf/seisakunitsuite/bunya/kenkou_iryoku/iyakuhin/koukokukisei/index.html

厚生労働省 | 化粧品の効能の範囲: https://www.mhlw.go.jp/web/t_doc?dataId=00tb7518&dataType=1

消費者庁 | 機能性表示食品: https://www.caa.go.jp/policies/policy/food_labeling/foods_with_function_claims

消費者庁 | 景品表示法: https://www.caa.go.jp/policies/policy/representation/fair_labeling