


What's *Hiding* on Your Marketplace?

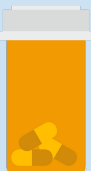
TIP SHEET

Keywords to Identify Product Listings That Put Your Platform at Risk

 Sellers of violative products quickly learn that their listings will get flagged and removed if they operate too openly on a marketplace. As such, many adopt coded or descriptive language to help them communicate covertly with customers while avoiding detection.

This tip sheet offers top keywords for common violative products and categories that LegitScript encounters in its work. Marketplaces should incorporate these into their monitoring searches. To learn more about how LegitScript can help reduce violative listings on your marketplace, reach out to us at legitscript.com/contact.

ADHD Medications



- "Get ADHD meds online"
- "Cheap Adderall"
- "Addys"
- "Uppers"
- "Speed"

Apetamin



- "Slim thick"
- "Slimthicc"
- "Weight gain syrup"
- "Weight gain tablets"
- "Vitamin syrup"

Counterfeits



- "AAAA"
- "AAA++"
- "1:1"
- "Replica"
- "Our version"
- Search for common misspellings of brands (e.g., Guchi or Nyke)

Firearms/Weapons



- "Glock"
- "Glock switch"
- "Auto sear"
- "Link switch"
- "Lower receiver"
- "P80"
- "AR15"
- "Firing pin"
- "9mm," search for common handgun calibers
- "Switch keychain"

Laughing Gas



- "Whippet"
- "Balloon"
- "NOS"
- "N2O"
- "Cream Chargers"

Keywords to Identify Product Listings That Put Your Platform at Risk

Magic Mushrooms



- "Buy Mushies"
- "Shrooms"
- "Psilocybin Cubensis"
- "Psilocybe Cubensis"
- "Microdosing"
- "Polka Dot Magic Mushroom Belgian Chocolate"
- "Shroom Chocolate"
- "mycology"
- Mushroom emoji (🍄)

Anabolic Steroids



- "Winstrol"
- "Anavar"
- "Steriod"
- "Anabolicsteroid"
- "Roids"
- "Gear"
- "Anabolic gear"
- "Sustanon"
- "Muscle pharma"
- "Dbol"
- Syringe emoji (💉)

Weight Loss Drugs



- "Ozempic"
- "Mounjaro"
- "Saxenda"
- "Wegovy"
- "Semaglutide"
- "Weightloss injection"
- "Acxion"
- "Acxionfentermina"
- "Weightlosspills"
- "Redotex"

Promethazine/Codeine



- "Toseina"
- "Lean plug"
- "Wockhardt"
- "wock"
- "Sizzurp"
- "purple drank"
- "dirtysprite"

Tobacco/Vaping



- "Elf bar"
- "2000 puffs"
- "E-juice"
- "E-cigarette"
- "Foggmax"
- "Geek bar"

Want to Learn More About High-risk Products?

Download LegitScript's High-risk Products Handbook to learn about more than 40 of the most common high-risk products we encounter on marketplaces. You'll learn what these products are, how they are regulated, and what to watch out for when trying to spot problematic listings. Download your free copy today.

legitscript.com/products-handbook