



Sean Vandenberg &lt;sean.m.vandenberg@gmail.com&gt;

**RE:[CASE 17715923121] US - Brand Approval Request for Dove**

2 messages

**Amazon Seller Support** <merch.service05@amazon.com>

Sun, May 11, 2025 at 2:37 PM

Reply-To: "[CASE 17715923121] gating-application-aut-review@amazon.com" &lt;merch.service05+743c91ac-bd6c-4c33-bd1c-78486f26ff0b@amazon.com&gt;

To: sean.m.vandenberg@gmail.com

SUBJECT: Submit new documentation for your Dove application

Hello Seller,

We are currently unable to approve your application to sell Dove products on Amazon. To resubmit your application, review and address the following:

- **We currently do not accept retail receipts, for this product type.** Submit an invoice from your manufacturer, distributor, or your supplier.
- We do not accept online order confirmations, packing slips, sales orders, pro forma invoices, or sales quotes. Submit an invoice from your manufacturer, distributor, or your supplier.

Has this message been sent in error?

If you believe that your application was incorrectly declined because your products are not Dove, you can dispute this decision. Provide details explaining why you think an error was made within 5 business days. If you don't respond within this time frame, you can submit a new application when you have the necessary documentation.

We're here to help.

If you have questions about this policy, you can contact Selling Partner Support:

<https://sellercentral.amazon.com/help/center>

To view your account performance, select "Account Health" on the home screen of the "Amazon Seller" app on your iOS or Android device. Alternatively, you can go to the "Account Health" page in Seller Central:

<https://sellercentral.amazon.com/performance/dashboard>

On iOS:

<https://itunes.apple.com/us/app/amazon-Seller/id794141485>

On Android:

[https://play.google.com/store/apps/details?id=com.amazon.sellermobile.android&hl=en\\_us](https://play.google.com/store/apps/details?id=com.amazon.sellermobile.android&hl=en_us)

The Account Health page shows how well your account is performing against the performance metrics and policies required to sell in Amazon's store.

Thank you for selling with Amazon,  
Amazon.com Seller Support

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**MORE WAYS TO GET HELP:**

Visit our Seller Forums for help from other sellers: <http://sellercentral.amazon.com/forums>

Browse all Seller Help topics: <http://sellercentral.amazon.com/gp/help>

To contact us again about this issue, please use the Contact Us form in Seller Central using the following link:

<https://sellercentral.amazon.com/cu/case-dashboard/view-case?caseID=17715923121>

Please note: this e-mail was sent from a notification-only address that cannot accept incoming e-mail. Please do not reply to this message.

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From: [sean.m.vandenberg@gmail.com](mailto:sean.m.vandenberg@gmail.com)  
Sent: May 11, 2025 17:33:45  
To: [gating-application-aut-review@amazon.com](mailto:gating-application-aut-review@amazon.com)  
Subject: US - Brand Approval Request for Dove

Hello,

I am requesting a second-level review of this brand approval application. The documentation I submitted shows a legitimate purchase of 12 units of Dove-branded products from Ollie's Bargain Outlet — a national U.S. chain with over 500 locations.

The rejection I received contained no specific reasoning or deficiencies. The same documentation format has been previously accepted by Amazon for authenticity complaint removals. It is not credible for Amazon to accept this format as proof of authenticity while simultaneously rejecting it for brand approval.

Additionally, I have years of successful sales history with many brands like Dove, and I should not be subjected to this restrictive gating policy without just cause.

Please escalate this to the appropriate internal team for manual review. If no specific reason is provided for the denial, I will consider this a refusal to engage in good-faith resolution and will proceed accordingly.

Thank you.

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**Amazon Seller Support** <[merch.service05@amazon.com](mailto:merch.service05@amazon.com)>

Sun, May 11, 2025 at 3:19 PM

Reply-To: "[CASE 17715923121] gating-application-aut-review@amazon.com" <[merch.service05+d3a0bcdf-abd0-4561-b0bf-7cc324861341@amazon.com](mailto:merch.service05+d3a0bcdf-abd0-4561-b0bf-7cc324861341@amazon.com)>

To: [sean.m.vandenberg@gmail.com](mailto:sean.m.vandenberg@gmail.com)

**SUBJECT: Submit new documentation for your Dove application**

Hello SHISS,

We are currently unable to approve your application to sell Dove products on Amazon. To resubmit your application, review and address the following:

-- The provided document cannot be accepted. We currently do not accept retail receipts, online order confirmations, packing slips, sales orders, pro forma invoices, or sales quotes for this product type. Submit an invoice from your manufacturer, distributor, or your supplier.

How do I submit a new application or update an existing one?

To track your application or submit new documentation, take the following steps:

1. In Seller Central, go to "View Selling Applications":  
<https://sellercentral.amazon.com/hz/myqdashboard/>
2. Enter your case ID in the search bar and click "Search."
3. Click "Go to application."

For detailed information about invoice requirements, go to "Invoice requirements for appealing a policy violation":

<https://sellercentral.amazon.com/help/hub/reference/GDQ9K277NYP6WNEW>

Why is this happening?

To protect customers and to maintain product authenticity, sellers must meet specific sourcing and documentation requirements to get approval to list certain products and categories. Your application included materials that don't meet our verification standards for demonstrating valid supply chain relationships. You can provide updated documentation that fulfills the criteria listed in this message.

For more information about products requiring approval, go to "Categories and products that require approval":

[https://sellercentral.amazon.com/gp/help/G200333160?referral=A4U4N9V7G5BQR\\_A1TJICH1UUCOHZ](https://sellercentral.amazon.com/gp/help/G200333160?referral=A4U4N9V7G5BQR_A1TJICH1UUCOHZ)

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[https://play.google.com/store/apps/details?id=com.amazon.sellermobile.android&hl=en\\_us](https://play.google.com/store/apps/details?id=com.amazon.sellermobile.android&hl=en_us)

The Account Health page shows how well your account is performing against the performance metrics and policies required to sell in Amazon's store.

Thank you for selling with Amazon,

Default

Amazon.com Seller Support

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Please note: this e-mail was sent from a notification-only address that cannot accept incoming e-mail. Please do not reply to this message.

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From: [sean.m.vandenberg@gmail.com](mailto:sean.m.vandenberg@gmail.com)

Sent: May 11, 2025 18:49:28

To: [gating-application-aut-review@amazon.com](mailto:gating-application-aut-review@amazon.com)

Subject: US - Brand Approval Request for Dove

Subject: Request for Escalation – Dove Brand Gating Denial (Unjustified)

Dear Amazon Brand Approval Team,

I am requesting an immediate escalation and manual review of my Dove brand approval application, which was recently denied without valid justification.

#### 1. Amazon Has Already Accepted This Documentation for IP Complaints

The same exact Ollie's sales order I submitted for Dove brand approval has been accepted by Amazon on multiple occasions to resolve product authenticity complaints and verify supply chain integrity. Below are recent examples:

Complaint ID: 17568960741

Complaint ID: 17635571291

Complaint ID: 17585859181

Each of these complaints was removed after Amazon reviewed and accepted this exact documentation as valid proof of authenticity and supply chain legitimacy. It is inconsistent and arbitrary for Amazon to accept this documentation in one enforcement context and reject it in another.

#### 2. Dove Application Criteria Explicitly Allow Retail Sources

The Dove brand gating application itself states that purchase of 50 units from Amazon Retail is acceptable for brand approval. This clearly demonstrates that Amazon does accept retail-originated documentation, and there is no policy stating that Ollie's Bargain Outlet is excluded.

My purchase was for 12 units of authentic Dove-branded inventory, in new, unopened condition, with clear documentation of source, quantity, and supplier address.

### 3. This Rejection Is Arbitrary and Will Be Challenged

There is no policy-based justification for denying this request:

The quantity exceeds minimum thresholds.

The supplier is a national retail chain with over 500 stores.

The documentation has previously been accepted.

My account has no authenticity or IP issues with Dove products.

If this denial is not reversed immediately, I will proceed with arbitration under Section 18 of the Amazon Business Solutions Agreement. This will be part of a broader arbitration strategy targeting multiple wrongful denials related to your inconsistent brand approval enforcement.

I urge you to escalate this request to a supervisor or the Executive Seller Relations team before forcing unnecessary legal action.

Sincerely,  
Sean Vandenberg