



Kuaishou Assists in Crackdown on Counterfeit “Deer-Heart-Blood” Case; Two Suspects Sentenced

2025.06.13

Fazhi Net: [Kuaishou Assists in Crackdown on Counterfeit “Deer-Heart-Blood” Case; Two Suspects Sentenced](#)

On 11 June 2025, CCTV-1’s “Legal Report” programme aired “Cracking Down on Fake Deer Heart Blood,” a full-length account of how Kuaishou assisted police in dismantling a criminal network that manufactured and sold counterfeit “deer heart blood” health products. In the second half of 2023, Kuaishou’s trust-and safety team discovered, during routine patrols, that a streamer was marketing a health supplement labeled “deer-heart-blood” via live-streaming. Platform staff promptly purchased samples unites for testing at an ISO-accredited laboratory, whose tests revealed the absence of any deer-heart-blood components, confirming that the product was counterfeit. After confirming the violation, the Kuaishou team immediately transferred all relevant evidence to the Taizhou Municipal Public Security Bureau, Zhejiang Province.