

ADVERTISEMENTS INFLUENCE MANY OF OUR PURCHASING DECISIONS, BUT THEY CAN BE MISLEADING



Common types of misleading advertisement:

1 Incomplete or hidden information

*Side effect:
Can cause skin irritation
and inflammation.



2 Exaggerated features



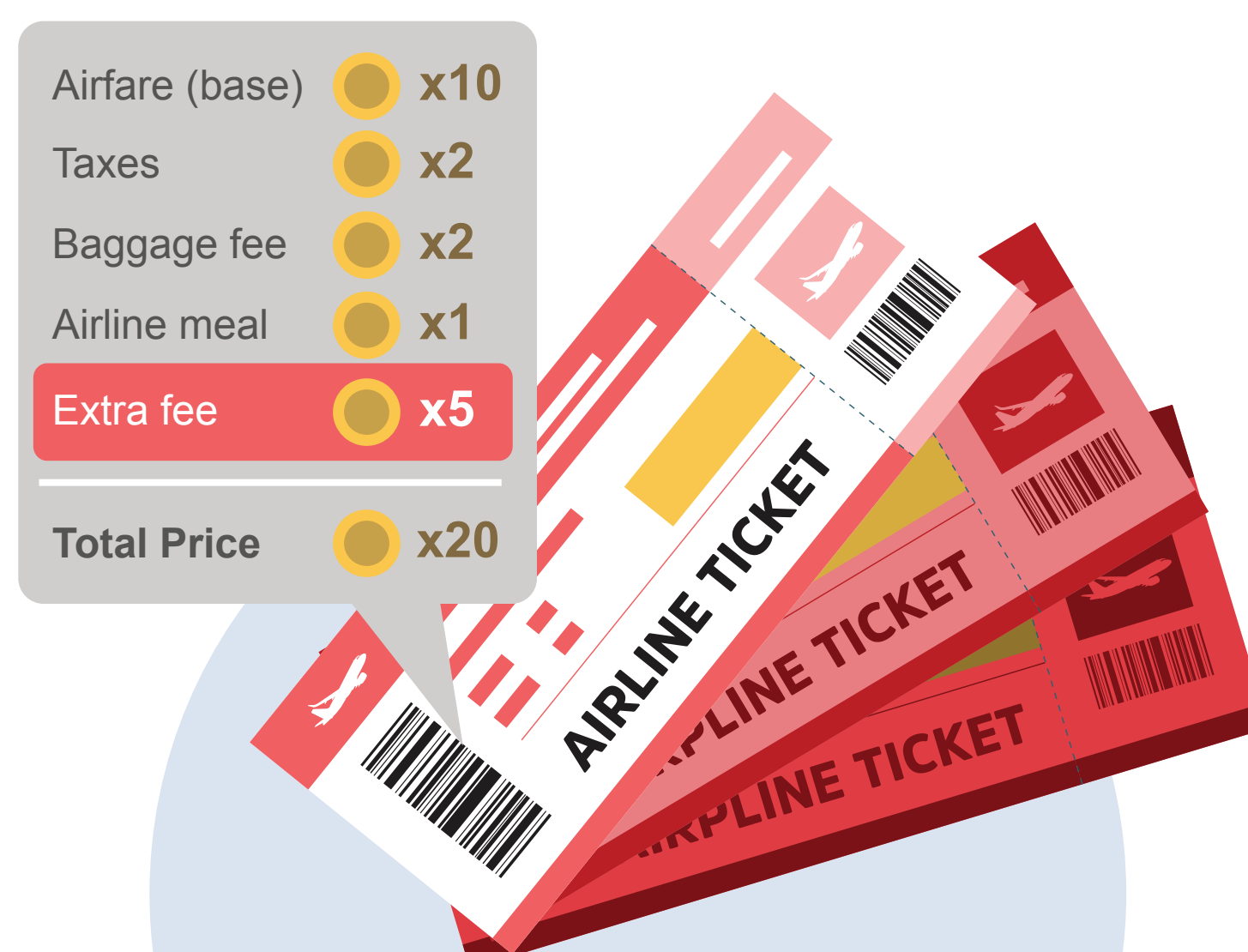
3 Unproven benefits



4 False safety or "green" claims



5 Hidden fees



CONSUMERS HAVE THE RIGHT TO ACCURATE INFORMATION ABOUT GOODS AND SERVICES THEY PURCHASE



If you notice potentially false claims about goods and services, you can:

1 Carefully check labels, reviews and price details

2 Ask for more explanation from the business

3 Alert the consumer protection agency or relevant authorities



BUSINESSES SHOULD PROVIDE CLEAR AND ACCURATE INFORMATION AND ADVERTISE HONESTLY

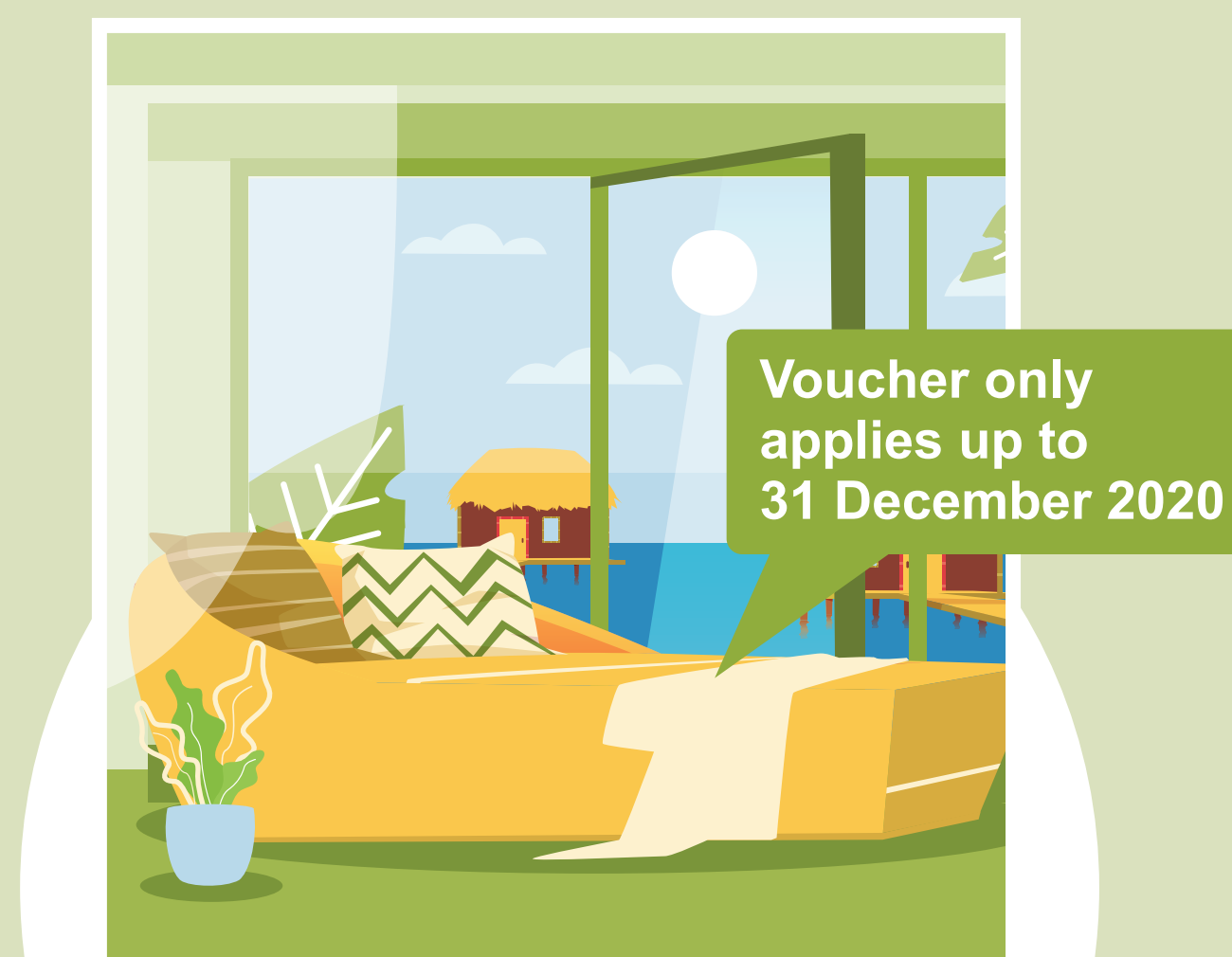


Dos:

1 State facts and complete information



2 Mention limitations clearly



3 Use a language that is easy to understand



Don'ts:

1 Make unproven statements



2 Provide guarantees that cannot be fulfilled



3 Exclude or conceal important information



GOVERNMENT AGENCIES SHOULD ENFORCE REGULATIONS ON ADVERTISING



Consumer protection and related agencies have a responsibility to guide businesses and consumers on fair advertising. Together with consumer associations, they should set:

1 Clear rules on labeling and packaging



2 Clear standards for service provision



3 Sanctions if laws and regulations are violated



MISLEADING ADVERTISEMENT



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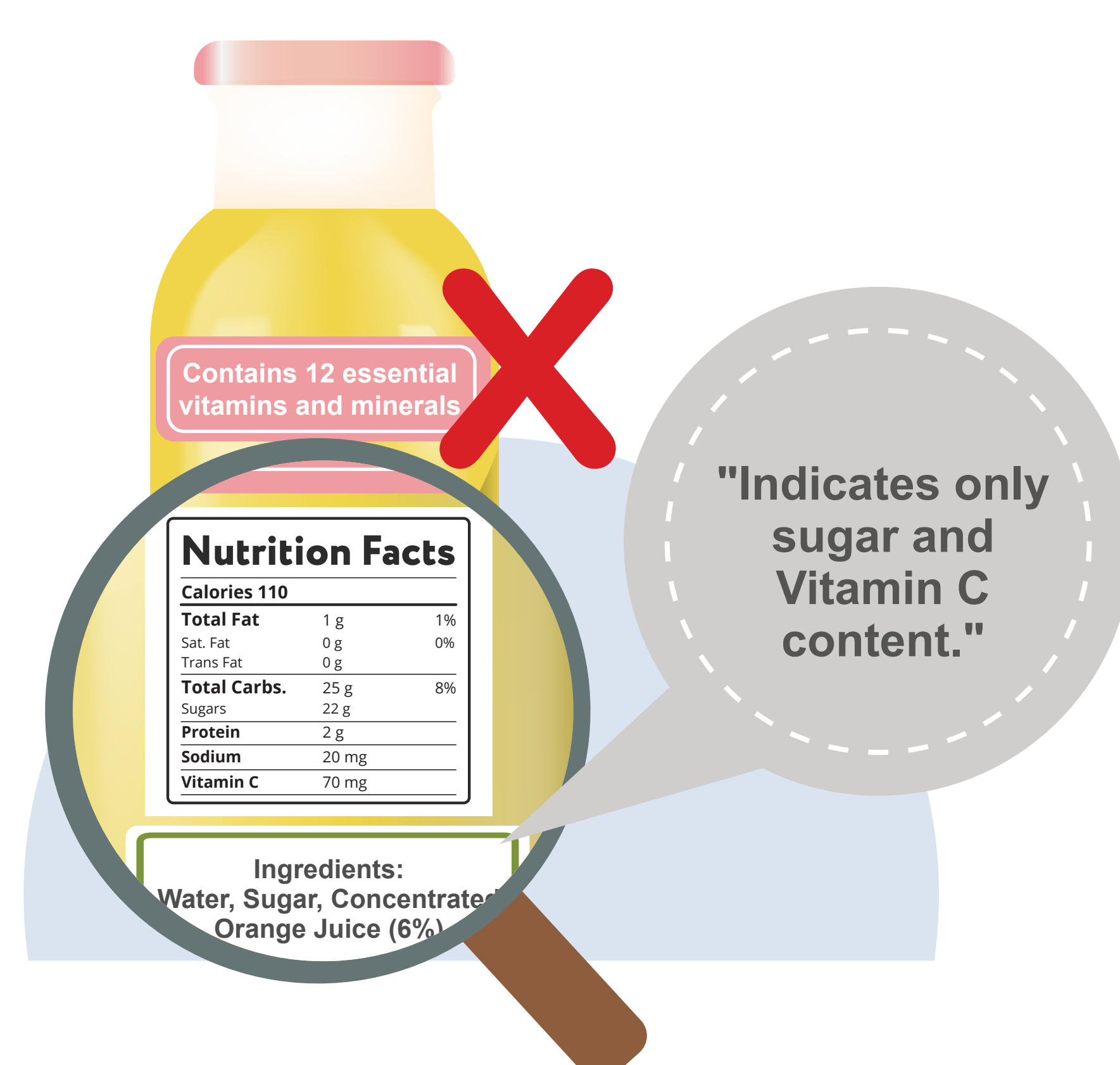
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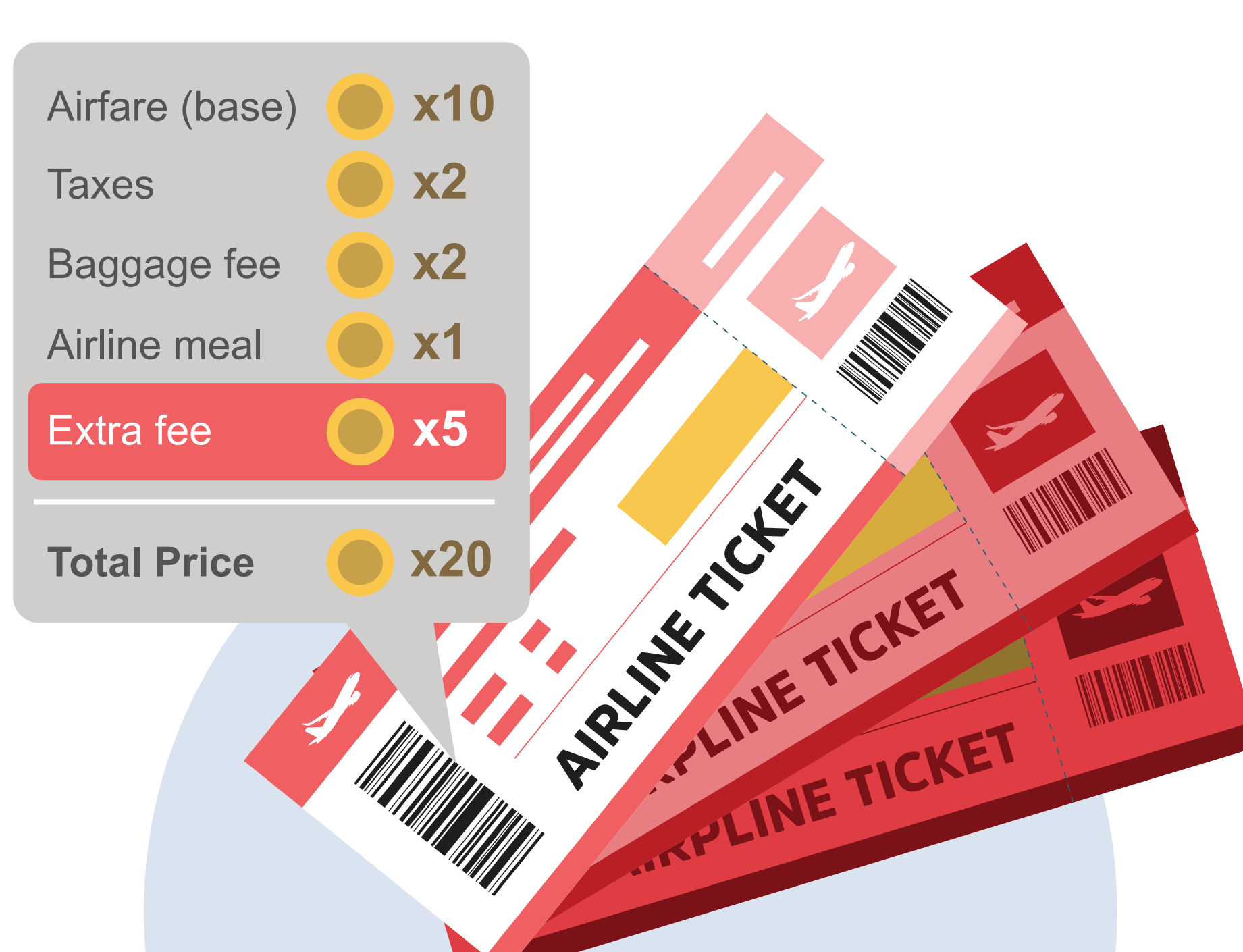
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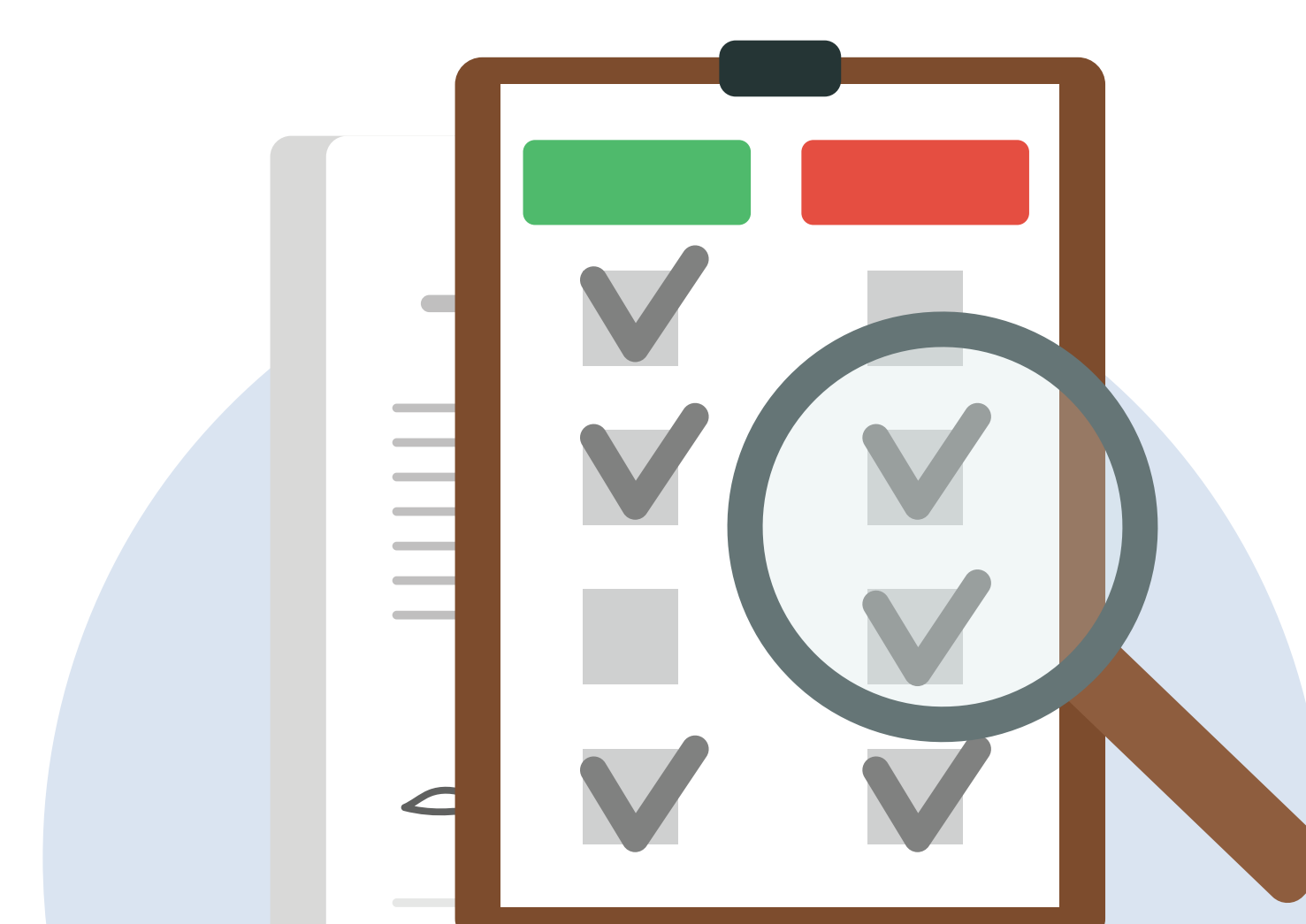
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