

FAIR TRADING PRACTICES FOR BEAUTY INDUSTRY



DO'S

Beauty retailers should:



Provide clear and accurate information on the prices, discounts and promotions to consumers before treatment/service is done.



Always obtain consumers' consent before proceeding with any treatment or service.



Exercise due diligence to ensure that representations made to consumers about their products or services are accurate.



Review business practices from time to time to ensure that such practices do not amount to unfair practices under the Consumer Protection (Fair Trading) Act 2003.



DON'TS

Beauty retailers should not:



Make false or misleading representations concerning the need for any goods or services.



Exert undue pressure or influence on the consumer to make purchases.



Entice consumers with 'discounts/offers' which are not genuine, then persuade consumers to buy something more expensive.

CCCS will take action against persistently egregious suppliers, and persons who knowingly abet, aid, permit or procure such suppliers to engage in any unfair practice.