

# Be a Trusted Supplier in the Beauty Industry

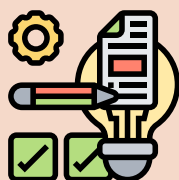
## Businesses Should:



Provide clear and accurate information on prices, discounts and promotions to consumers before providing the product/service.



Ensure any discount or price benefit offered is genuine.



Ensure claims made regarding any product/service such as treatments and packages are accurate and can be substantiated.

## Businesses Should Not:



Pressure customers into buying products/ services.



Promote products/ services to consumers in circumstances where consumers are unable to clearly understand and assess the product/ service's characteristics and make an informed decision.



Make claims or guarantees about the results or effects of their products/services which are unsubstantiated.



## For Consumers

- Be wary of exaggerated, dubious or unsubstantiated claims.
- Be wary of claims or offers that seem too good to be true.
- Enquire and research products/services before a purchase.
- It's OK to stop a sales pitch and just say "NO" if you are not interested.
- Be aware of what is included and not included in the sales agreement and package before purchase.

Scan to watch the videos



**"Think Twice Before You Buy"**



**"Auntie Rosie Learns Fair Trading Law"**

