

Annex B: Misleading "Korean" labelling

About Sterra

Sterra is a homegrown brand set out to improve people's lives at home. We believe everyone deserves a more convenient, health, and comfortable life so they can focus on things that matter more instead.

It started when the founder witnessed how Koreans effortlessly get hot and cold clean water anytime—and now, its mission is:

"To help families live more convenient, healthy, and comfortable day-to-day lives by providing effective, minimalistic, and premium home wellness products but at the most affordable prices."

Sterra offered Korean water purifiers initially—which have helped Singaporeans to save time and effort boiling water—and now a full spectrum of home wellness products:

- Refreshing hot and cold clean water in seconds with [Korean water purifiers](#) (Click here to see the products)

Water Purifiers

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5 prod



SALE!

Sterra 7™ Tankless Water Purifier

\$1,799.00 ~~\$3,999.00~~



SALE!

Sterra Y™ Tank Tabletop Hot & Cold Water Purifier

\$499.00 ~~\$799.00~~



SALE!

Sterra X™ Tank Tabletop Hot & Cold Water Purifier

\$699.00 ~~\$1,799.00~~



SALE!

Sterra Y™ Tank Standing Hot & Cold Water Purifier

\$499.00 ~~\$999.00~~



SALE!

Sterra X™ Tank Standing Hot & Cold Water Purifier

\$799.00 ~~\$1,799.00~~

The hyperlink does not distinguish between Korean water purifiers (Sterra 7, Sterra X Tank Tabletop, Sterra X Tank Standing) and those made in China (Sterra Y Tank Tabletop, Sterra Y Tank Standing)