

Press Release

dated 2 Aug 2005

## **BEAUTY, AT WHAT PRICE?**

Fancy a bust-enhancement treatment to look as good as the model in the advertisement? Enticed by advertisements showing celebrities and models who have lost considerable weight by engaging the services of beauty salons? Let's not forget those that are made more appealing with the use of celebrity endorsements and claims of medical evidence.

Many consumers have fallen for such advertisements. Many of them lose thousands of dollars as a result and are now in the process of fighting to get back their hard earned money. Many learnt it the hard way but you need not if you care to find out more in our upcoming CASE seminar, which is a good way for consumers to learn the pitfalls fast.

The high number of complaints for the last five years has prompted CASE to set up a Beauty Taskforce to address the issues in the industry. The objective of this seminar is to create a forum for consumers to share their experiences and to learn from one another, for CASE to share the types of cases we have handled, for experts to express their views on these issues and for all concerned to look at the code of practice for the industry. This **beauty seminar-cum-forum will be held this Saturday, 6 August 2005, at the SPRING Singapore Auditorium, located at 2 Bukit Merah Central, Singapore 159835.**

CASE had conducted two closed-door sessions with the industry players on 18<sup>th</sup> August 2004 and 22<sup>nd</sup> November 2004, in which the proposed Code of Practice was deliberated.

The taskforce's aim was basically to get the industry to put in place a standard of acceptable practice in the form of a Code to address unfair trade practices in the beauty industry,

The Code of Practice was intended to improve the image of the industry, instil a sense of responsibility among industry players, ensure the inculcation of transparency and professionalism into the industry, and concurrently to assist them to stay clear of breaching the Consumer Protection (Fair Trading) Act.

For this event, CASE is proud to have **Ms Irene Ng, MP (Tampines GRC)**, grace the occasion as our Guest-of-Honour. We are also proud to have collaborated with and gotten the support from the following established organisations:

- a) **Singapore Council of Women's Organisations (SCWO)**
- b) **United Nations of Development Fund – Singapore (UNIFEM)**
- c) **Dermatological Society of Singapore**
- d) **Singapore Nurses Association**
- e) **Top to Toe College of Beauty Therapy & Cosmetology**

These organisations will be speaking on topics such as:

- 1) When To See A Doctor For Your Beauty Needs
- 2) Being Beautiful
- 3) What A Consumer Can Expect From Spa and Aesthetics and
- 4) An elaboration of the Consumer Protection (Fair Trading) Act on consumer rights

A Question & Answer session will follow whereby the audience can pose their concerns and questions to the panel of representatives from the above participating organisations.

Interested parties can log on to <http://www.case.org.sg/central2.htm> and click on 'Registration Form' to download a copy of the form. Alternatively, the public can call CASE Helpline 64631811 for more details and registration information.

Fees are S\$10.00 for CASE members and S\$12.00 for Non-CASE members. Refreshments will be provided.