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The Forum Editor  
The Straits Times  
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**CASE: Businesses should show full prices**

We agree with the letter “Have beauty palours show full prices too” (ST, Aug 29). Businesses should be transparent in their pricing and should not hide costs from consumers. If material information is omitted resulting in a consumer being deceived or misled, the businesses would be in breach of the Consumer Protection (Fair Trading) Act (CPFTA).

Consumers can refer misleading advertisements to the Advertising Standards Authority of Singapore (ASAS). ASAS is an advisory council to CASE. The Singapore Code of Advertising Practice clearly stipulates that:

(a) Truthfulness: If the price quoted does not include the product in its entirety (for example a lamp without its lamp shade), this fact and the additional price should be stated with no less prominence than the price itself.

(b) Associated purchases: If a product cannot be purchased without purchasing other product(s) from the advertiser or promoter, this fact must be stated with no less prominence than the product itself.

(c) Bait advertising: Advertisers should not seek to entice consumers into a retailer's premise with no real prospect of selling the advertised or promoted goods at the price offered.

The public are encouraged to report misleading claims in advertisements by contacting ASAS at 6461 1888 or sending an email to [asas@case.org.sg](mailto:asas@case.org.sg) together with a copy of the advertisement in question. They can also contact CASE at 6463 1811 if they need our assistance to seek redress.

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CASE