



ACCREDITATION SCHEME

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FOR

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SPA & WELLNESS BUSINESSES

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INFORMATION & APPLICATION KIT

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# Introduction

## Why introduce a CaseTrust Accreditation for Spa and Wellness Businesses?

The Singapore Spa industry is a relatively new industry in Singapore. It has grown rapidly in the last decade to become a sizable industry in Singapore. Growing organically to cater to the increasing need for wellness by Singaporeans, the industry now serves both locals and tourists.

As in other tourism destinations, the spa industry is a rapidly growing industry in response to the increasing need of the world population for wellness and relaxation.

## What is CaseTrust Accreditation for Spa and Wellness Businesses?

The CaseTrust Accreditation for Spa and Wellness Businesses has been developed with specific criteria tailored for the spa and wellness industry. The primary objective is to instil consumer confidence for this sector through good business and fair trading practices.

Spa and Wellness businesses that are accredited wear their trustworthiness with a decal that is displayed in their premises.

## What can consumers expect from a CaseTrust Accredited Spa and Wellness Business?

A Spa Operator who achieves the CaseTrust for Spa and Wellness Businesses is certified as a business that possesses the foundation for good sales practices and standards. The business will have in place the following policies and practices:

### Protection for Prepayment

Consumers who made prepayment can be assured that the value of their un-utilized balance will be protected, with documentation and real-time verification of their coverage provided.

### 5-Days Cooling-Off Period

Consumers enjoy a cooling-off period of at least 5 working days to seek full refund of payments made if they do not wish to proceed with the services offered. The 5-day cooling-off period offers recourse for consumers who have been pressured into signing up. For avoidance of doubt, this cooling-off period is not applicable for single/trial session whereby the treatment have been utilised.

### Stress-Free Treatment

When patronising CaseTrust accredited spas, consumers can be assured of relaxing and stress-free treatments because of a 'No Selling' policy once enter the treatment room.

### Clear Fee Policies

Clearly articulated and documented policies on fees and fee refund. These must be fully disclosed to their customers and adhered to according to the terms and conditions of the contract between the business and customers.

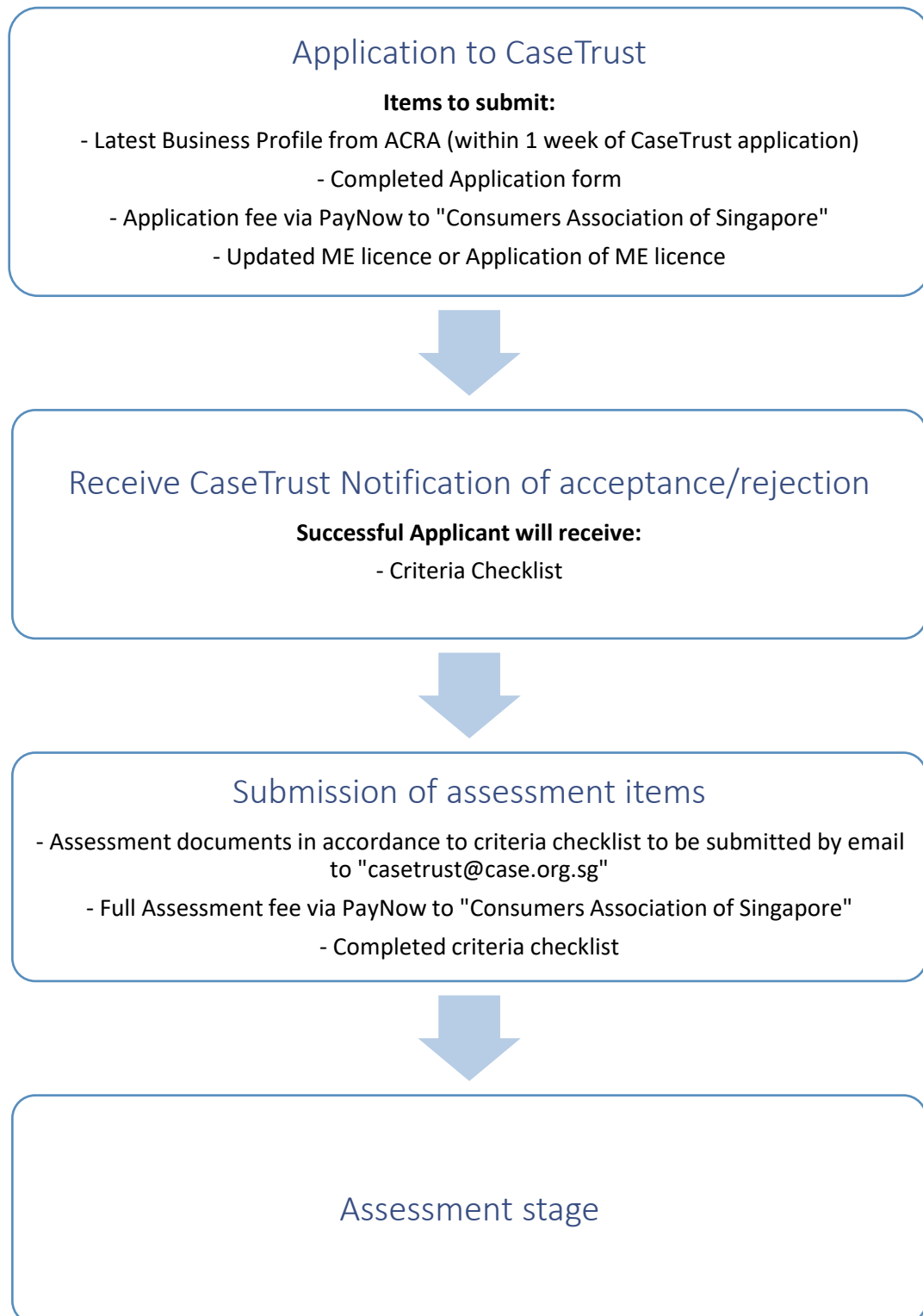
#### Well-Defined Business Practices and Systems

Besides good business practices and systems, there should be a redress system with proper and clearly defined dispute resolution mechanisms for the business and customers.

#### Well-Trained Personnel

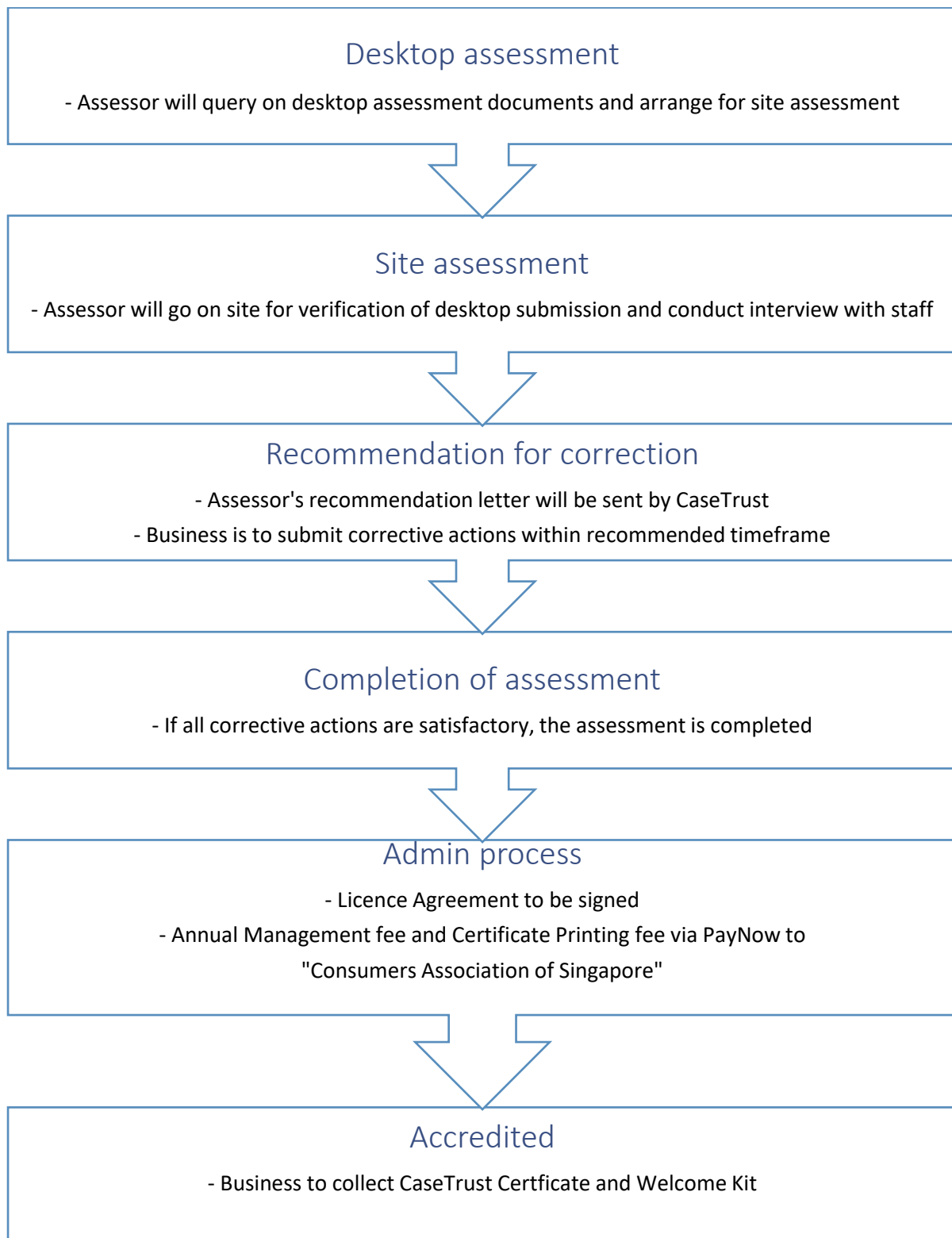
The business must ensure that it has trained sales staff who do not practice unethical sales tactics and are able to provide good customer service.

## CaseTrust Application Stages



Note: The application will be considered Null & Void if complete set of required assessment items are not submitted within 6 months from date of application.

## CaseTrust Assessment Stages



Note: It will take around 3-4 months from the date applicant commences the assessment stage (through submission of all required assessment items) to complete the accreditation assessment process.

# CaseTrust Criteria for Spa & Wellness Businesses

This is a summary of the CaseTrust criteria for Spa & Wellness businesses. The full criteria checklist, incorporating assessment elements and document checklists, will be made available to businesses upon submission of the CaseTrust application form and application fee.

Policies	
Goods & Services	
<b>A1</b>	My business offers goods and services of satisfactory quality as defined in the Sales of Goods Act S14 (2), Consumer Protection (Fair Trading) Act and Lemon Law.
Terms & Conditions of Sales	
<b>A2</b>	My business clearly states the terms and conditions of any warranties or service guarantees to protect customers against product defects and non-performance.  As part of the service guarantees, my business accords a cooling-off period of <b>at least 5 working days (exclusive of Saturdays, Sundays, and Public Holidays)</b> to allow customers to seek full refund of payment made if they do not wish to proceed with the services offered.
<b>A3</b>	My business has an exchange, transfer and refund policy clearly stipulating the time frame and conditions for any exchanges, transfers and refunds.
<b>A4</b>	My business clearly states the terms and conditions for any deposits paid should the transaction be cancelled.
<b>A5</b>	My business clearly states the terms and conditions applicable to the redemption of vouchers.
<b>A6</b>	My business does not engage in selling activities or any form of selling tactics during treatments and in treatment room.
<b>A7</b>	My business is committed to inform and protect customers with approved insurance and/or prepaid card upon the receipt of their prepayments, including but are not limited to packages, gift vouchers and membership fee to my business.
Pricing & Payment	
<b>A8</b>	My business is committed to display discounted prices clearly.
<b>A9</b>	My business clearly states the payment methods and channels available to customers.
<b>A10</b>	My business is committed to avoid over or under-charging and to ensure correct change is given.

<b>A11</b>	My business clearly states what is included in all prices quoted, including taxes, and any other surcharges (if any).
<b>A12</b>	<p>Transparency of Pricing</p> <p>My business clearly states any additional charges for extra services such as product upgrade request not included in the original package. E.g. Ampoule</p>
<b>A13</b>	<p>Honouring Price Quotes</p> <p>My business honours the prices quoted at the time of booking for services.</p>
<b>Security</b>	
<b>A14</b>	My business is committed to maintain the confidentiality of customer data.

## Communication

### External Communication

<b>B1</b>	My business provides effective mode(s) of communication for customers.
<b>B2</b>	<p>My business has a system in place to inform CaseTrust in writing of any change(s) according to the period stated below.</p> <p>At least 7 days before implementation for the following changes:</p> <ul style="list-style-type: none"> <li>• ACRA business profile, Ownership, Partners, Directors, Legal entity name</li> <li>• ME licence, Establishment name, ME licensee</li> <li>• Contact person for CaseTrust, Name, Designation, Contact number, Email</li> <li>• Mailing address</li> <li>• Outlet address</li> <li>• Business contact</li> <li>• Policies</li> <li>• Additional/Cessation of outlets</li> <li>• Withdraw collection of prepayment</li> </ul> <p>Seek approval from CaseTrust prior to:</p> <ul style="list-style-type: none"> <li>• Collection of prepayment</li> <li>• Change of accredited outlet address</li> </ul> <p>Inform CaseTrust in writing immediately:</p> <ul style="list-style-type: none"> <li>• If there has been no collection of prepayment and/or input of prepaid customers' data into the approved Prepayment Protection System for 15 continuous days.</li> </ul>



## Advertising & Promotion

<b>B3</b>	<u>Accuracy of Information</u> My business ensures that all goods and services are accurately described and portrayed in all marketing communications.
<b>B4</b>	<u>Adequacy of Information</u> My business ensures that its marketing communications include sufficient details on prices, quality, availability and terms of sales.
<b>B5</b>	My business clearly indicates the details of the approved insurance and/or prepaid card available to protect the customers who have made pre-payments to my business.
<b>B6</b>	My business sells what is advertised and promoted.
<b>B7</b>	My business maintains a sufficient stocks for all promotional items.
<b>B8</b>	My business clearly states the period for which promotions are valid.
<b>B9</b>	My business clearly spells out details of the mechanism for any lucky draw, free merchandise/service, and/or contest.

## Practices & Systems

### Retailing

<b>C1</b>	<u>Deposit/Reservations</u> a. My business provides customers with receipts to acknowledge payment of deposits or reservation charges. b. Receipts for deposits and reservations have full detailed information.
<b>C2</b>	<u>Proof of Purchase</u> a. My business issues receipt/ sale slips to customer with details of the purchases of the goods/ services provided. b. The receipt and sales slip reflect relevant detailed information.
<b>C3</b>	<u>Exchange, Transfer and Refund</u> My business honours our exchange, transfer and refund policies promptly within the stipulated time frame and conditions.

<b>C4</b>	<p><u>Records and Scheduling</u></p> <p>a. My business maintains accurate records of all applications, bookings and correspondences with the customer.</p> <p>b. My business stipulates expiry dates for any form of prepayment including, but not limited to packages, gift vouchers and membership.</p> <p>c. My business has a system to ensure that appointments are carried out as scheduled and that sufficient personnel are deployed to carry out scheduled appointments.</p>
<b>Proof of Protection for Pre-payments</b>	
<b>C5</b>	<p><u>Proof of Protection</u></p> <p>My business has undertaken approved insurance and/or prepaid card for customers who have made pre-payments to my business.</p>
<b>Feedback Management</b>	
<b>C6</b>	My business has a system to document complaint cases and has a complaints resolution procedure.
<b>C7</b>	My business informs complainants of the status of the complaint investigation.
<b>C8</b>	My business resolves complaints within a maximum of 21 days upon receipt of complaint.
<b>C9</b>	My business informs customers of alternative forms of redress should the business be unable to resolve the complaint within the time frame, E.g. CASE Mediation Centre.
<b>Security</b>	
<b>C10</b>	My business has a system to keep all customers' particulars confidential.
<b>C11</b>	My business ensures that there is no video recording device and/or any other form of image capturing devices in the treatment room to safeguard the privacy of customers.
<b>C12</b>	If my business offers services to both gender, we will make this known to our prospective customers in advance.
<b>Goods &amp; Services</b>	
<b>C13</b>	My business has a system for ensuring the quality of products and services offered for sale. Goods and services offered are fit for consumption and not past expiry date.
<b>C14</b>	My business ensures that beverages are made available to customers to aid post therapy care.

## Facility, Hygiene & Safety

<b>C15</b>	My business maintains standards of customer care, cleanliness, and service appropriate to the type of spa.
<b>C16</b>	My business provides health questionnaires to customers and assesses customers' health condition before recommending any treatment(s) and/or product(s).
<b>C17</b>	My business provides well-maintained facilities with all décor, furnishing, fittings and equipment in good condition.
<b>C18</b>	My business provides separate facilities for both genders where appropriate.

## Compliance with Regulatory Requirements

<b>C19</b>	My business complies with regulatory requirements as mandated by the Licensing Authority.
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# Personnel

## Performance

<b>D1</b>	My business ensures that customer support and service staff do not practice any unethical sales tactics.
<b>D2</b>	My business ensures that privacy of the customer is protected. The customer is assured of uninterrupted services during treatments.

## Knowledge

<b>D3</b>	My business ensures staff is able to provide accurate, timely and comprehensive product and service information to customers and to perform service to the expected levels.
<b>D4</b>	My business ensures that staff are trained and meet training standards in accordance with prevailing CAT I or CAT II requirements stipulated by the Licensing Authority.

## Dressing and Grooming

<b>D5</b>	My business ensures staff is well-groomed and professional in appearance and etiquette.
<b>D6</b>	My business issues uniforms and name tags to staff.

## Fee Structure

(Fees are inclusive of GST)

	Fee Structure for Spa & Wellness Businesses	Comments
Application	S\$545.00	Application fee is not required for subsequent outlets under the same legal entity.
Full Assessment (first outlet)	S\$872.00	First outlet which applied for CaseTrust accreditation. Subsequent outlet under same legal entity which applied for CaseTrust accreditation.
Full Assessment (subsequent outlet)	S\$654.00	
Annual Management (first outlet)	S\$545.00	Subsequent outlet under same legal entity which applied for CaseTrust accreditation.
Annual management (subsequent outlet)	S\$272.50	

## Other Charges

(Fees are inclusive of GST)

	Fee
Interim assessment (Site only)	S\$436.00
Certificate printing	Waived
Additional Certificate printing	S\$16.35
Mediation at CASE Mediation Centre	Borne by CaseTrust
CaseTrust decal	S\$2.18

## Important Note

1. Fees are inclusive of the prevailing GST rate and are subject to change, depending on economic situation and discretion of the CaseTrust department.
2. Full-term assessment (Desktop & Site) is conducted every two (2) years.
3. Application fee is to be paid together with submission of application form. Full assessment fee is to be paid at the submission of desktop assessment documents.
4. The application will be considered NULL & VOID if:
  - a. Documents and fee for assessment are not submitted within 6 months from date of application.
  - b. The Applicant failed to obtain CaseTrust accreditation within the period of 1 year from date of application.
5. If the Applicant does not pass the assessment, a re-assessment fee equivalent to the full assessment fee must be paid.
6. The annual management fee is payable only after the Applicant passes the assessment process.
7. Below are the cancellation fees in the event the Applicant cancels its application under the following circumstances:
  - a. Application fee is strictly non-refundable.
  - b. Assessment fees are refundable if withdrawal request is made within 3 days from the submission of assessment items.
  - c. If withdrawal request is made after 3 days from submission of assessment items, but at least 4 days before commencement of site assessment, 50% of the assessment fees will be refundable.
  - d. Assessment fees are strictly non-refundable if withdrawal request is made less than 4 days before site assessment.
8. A separate application, assessment and accreditation is required for each outlet under the CaseTrust Spa & Wellness scheme, which will be tied to the physical location in which the outlet is assessed.
9. In the event of multiple complaints, the Applicant must agree to be assessed annually by CaseTrust officers / authorized representatives.
10. The Applicant must agree to be audited annually by Assessors or Mystery Shoppers.
11. The Applicant must comply with the rules and regulations under the Massage Establishments (ME) Act. For upgrading to a Category I ME license, the Applicant must satisfy the Police Licensing Division's revised Licensing Criteria for Category I Massage Establishments (with effect from 1 June 2009) (If applicable).

# Application Terms and Conditions

## Application

1. The Applicant is bound by the Terms and Conditions herein and such variations, which may from time to time, be made by the CaseTrust department; and upon submission of their application to the CaseTrust department.
2. The Applicant must not have five (5) or more complaints with breaches of the Consumer Protection Fair Trading Act (CPFTA) lodged against it, and must have a clean track record with CASE and relevant authorities (within a period of 12 months before the date of application) in order to qualify for the accreditation scheme.
3. Businesses with different ACRA numbers are considered separate entities, even if they are under the same holding company. Separate applications will be required.
4. An application for CaseTrust accreditation must be accompanied by:
  - a. Completed application form as prescribed, together with any supporting documents required
  - b. Application fee
5. The application fee herein will not be refunded if the Applicant fails to qualify for assessment for any reason whatsoever.
6. If the Applicant fails the prescribed assessment conducted, the Applicant may be given a further opportunity to apply for re-assessment so long as the Applicant does not exceed 2 further assessments. All assessment fees, if any, must be paid by the Applicant.
7. The Applicant may ask for a review of the assessment with reasons. Upon receipt of the review fee, the Applicant's request will be considered by the CaseTrust department. Such review will be allowed at the discretion of the CaseTrust department and will be final. This review fee will be refunded if the review is found in the Applicant's favour.
8. Where there is a need for the Applicant to engage a consultancy firm, the Applicant will liaise directly with such consultant(s) and the appropriate fees paid to the consultancy firm for their services. Such consultants and consultancy firms are independent third parties and are not endorsed by either CASE or the CaseTrust department. CASE and the CaseTrust department will under no circumstance be liable for any advice rendered by such consultancy firms.
9. Applicants whose desktop submission is insufficient as determined by the assessor, will have to submit the corrective actions within 2 months from the date of notification. Failing which, the Applicant is deemed to have failed the desktop assessment.
10. Applicants who pass the desktop assessment but subsequently fail the site assessment are deemed to have failed the assessment.

## Accreditation Details

11. Accreditation for the Scheme will be for a period of 2 years, renewable subject to the assessment, investigation results, feedback from the public i.e. complaints if any, and other relevant factors. The CaseTrust department reserves the right to revoke or not renew the

accreditation should businesses fail to adhere to the standards set by the CaseTrust department.

12. Businesses who make changes to its ownership/partnership/directorship after obtaining accreditation may be subjected to re-assessment and have to furnish CASE with a deed of assignment. This assessment shall be independent of other assessments that the business is scheduled to undertake.

## Standards

13. Businesses are required to maintain the CaseTrust standards as stated, among other things, in the assessment criteria provided. The criteria may be revised from time to time and the businesses must be so bound by such.
14. Upon acceptance of accreditation, store-based retailers are required to display their policies clearly in their stores or such policies must be easily accessible to consumers. Web-based retailers are required to publish their web policies on their web sites.
15. Businesses are required to comply with all government laws, rules, and regulations at all times. Should the accredited businesses be found to be in breach of such laws, rules, and regulations, the accredited business has been made aware of the CaseTrust department's empowerment to suspend, expel, or blacklist, either singly or jointly, depending on the severity of the non-compliance, or by any other appropriate means.
16. Businesses must have a proper criterion to deal with complaints and a dispute resolution programme in place and, which is transparent and known to consumers. If the consumer who has a dispute with a CaseTrust accredited business requests for mediation at CASE Mediation Centre, the CaseTrust accredited business must attend the mediation session arranged by CASE.
17. In order to uphold the standards, which may be updated from time to time, set by CaseTrust, all businesses shall adhere to the Code of Practice and abide by penalties imposed upon breach/infringement of the Code of Practice.

## Conditions Precedent

18. Businesses should allow CaseTrust representatives into their premises for auditing and/or investigation purposes, whether notified or not.
19. The business agrees to indemnify and keep CASE, its directors, employees, officers, agents or representatives) fully and effectively indemnified against any and all actions, liabilities, cost, claims (including third party), losses, damages, proceedings and/or expenses (including all legal costs on an indemnity basis) arising from or in connection with the business's application for CaseTrust accreditation scheme.

## Audit/Investigation

20. The business has been made aware of the CaseTrust department's empowerment to deal with breach/infringement of the Code of Practice. Businesses who commit a breach/infringement shall be suspended, expelled or blacklisted, either singly or jointly, depending on the severity of the breach/infringement, or by any other appropriate means.
21. Businesses are required to undergo an interim assessment before being lifted from suspension orders.

## Termination

22. Upon termination and expiry of CaseTrust accreditation scheme, all CaseTrust related materials including the CaseTrust decal must be returned to CASE office within 7 days, and such materials and such decals should not be used in any manner whatsoever by the businesses before its return.
23. The CaseTrust department reserves the right to revoke accreditation should businesses fail to adhere to the licence agreement or breach the Terms and Conditions herein, or for whatsoever reasons, as the CaseTrust Department deems fit.



# Application Form

CaseTrust accreditation scheme for Spa & Wellness Businesses



## Instructions

- Accreditation for each physical outlet are separate, even if the applications are under the same legal entity with similar business practices.
- You can submit your application online via our website [www.casetrust.org.sg](http://www.casetrust.org.sg) or simply by clicking [here](#). **Otherwise**, you can fill in the form below and send to CaseTrust office.
- Please type or write clearly using black or blue ink.
- Where not applicable, please fill in the blanks as NA.
- Please note that blank answers may result in processing delay.
- Attach separate sheets if space provided is insufficient.
- ^ Delete where appropriate

## Particulars of your business

Name of Business:

Name of Establishment:

Address (mailing):

Address (Outlet operating address):

Is this the first outlet or subsequent outlet applying for CaseTrust accreditation?

^ **FIRST / SUBSEQUENT**

Tel:

Fax:

Website:

Email:

ACRA Registration no.:

Date of Registration:

Has your business or any of your Directors/Partners/Owners ever been rejected, suspended or removed from any accreditation scheme, including but not limited to this Scheme? ^ **YES / NO**  
Please provide details (attach additional sheets if necessary):

Has your business or any of your Directors/Partners/Owners ever been convicted of any criminal offence or infringed any regulatory requirements? ^ **YES / NO**  
Please provide details (attach additional sheets if necessary):

## Optional - Only if you are engaging a consultant for CaseTrust Assessment

Name of Consultancy Business:

Name of consultant(s):

Tel:

Tel (alternative):

Email:

Fax:

## Contact Particulars

Name of Director/Owner: ^Dr/Mr/Mrs/Mdm/Ms

Designation of Director/Owner:

Name of Contact Person for CaseTrust: ^Dr/Mr/Mrs/Mdm/Ms

Designation of Contact Person for CaseTrust:

Tel:

Tel (alternative):

Email:

Fax:

## License to operate a Massage Establishment (ME)

Please tick to select and provide license no:-

Category I ME License Number \_\_\_\_\_

Category II ME License Number \_\_\_\_\_

Application number for Provisional Category I \_\_\_\_\_

Exempted ME Registration Number \_\_\_\_\_

My establishment does not fall under the regulations of the Massage Establishments (ME) Act

If selected as not under ME Act, kindly submit a declaration letter printed with the business letterhead and signed, on the following:-

- List down all the services offered by the business.
- Declared that the ME act had been read and understood, and the business is not providing any service under the ME act.
- Declared that in the event the business decides to start offering service within the ME act, CaseTrust will be informed at least 7 days ahead of the implementation.

## Size of Business

Small – Sales Turnover less than S\$1M

Medium – Sales Turnover between S\$1M and S\$15M

Large – Sales Turnover more than S\$15M

## If Business is a subsidiary of a Holding Company

Name of Holding Company:

Address:

Tel:

Tel (alternative):

Email:

Fax:

## Declaration

I / We declare that:

- All the information given is accurate and truthful.
- I have read and understood the Information & Application Kit and agree to the Terms and Conditions.
- The licensing criteria under Massage Establishment Act have been complied with. (if applicable)

Director/Owner Signature:

Director/Owner Name:

Designation:

Date:

## CaseTrust Application Submission Checklist

- CaseTrust [Online Submission](#)
- [Business Profile from ACRA](#) (within one (1) week of CaseTrust application)
- Application Fee of \$545 can be made by PayNow to '**Consumers Association of Singapore**'.

### PayNow Instructions

1. PayNow is to be made to UEN: S71SS0016L, Consumers Association of Singapore
  2. Within the field, <Transfer Details> please indicate your business name
  3. Send a screen shot of the successful payment page via this email [casetrust@case.org.sg](mailto:casetrust@case.org.sg)
- If applying for Provisional Cat I ME licence:-
    - If your application is accepted, we will issue a Letter of Acceptance for your Provisional Cat 1 ME Licence application.
  - Photocopy of current ME licence (for ME licence holder)
  - Declaration letter (if not under ME Act) (see previous page)

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Please send your application documents to:

**CaseTrust Department**  
**Consumers Association of Singapore**  
170 Ghim Moh Road  
#05-01 Ulu Pandan Community Building  
Singapore 279621

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Thank you for your interest in CaseTrust.

You are a step closer to be recognised as a reliable company that consumers can count on.

We look forward to having you on board.