

# HOW DID WISHING WELL & RUBY BEAUTY CARRY OUT **UNFAIR TRADE PRACTICES**?



1

## Enticed customers with promotions

Staff loitered in the street and enticed passers-by with one-time, discounted facial treatment.

2



## Failed to provide initial agreed treatment

Staff did not provide discounted beauty treatment as initially agreed after consumer was inside the beauty parlour.

3



## Performed unsolicited services

Instead, staff performed unsolicited services by providing a more expensive beauty treatment without consumer's prior consent.

4



## Pressured to buy package

Staff then pressured consumer to buy a beauty package and the charges for earlier unsolicited services would be waived off.

5



## Ended up buying expensive packages

Consumer ended up buying beauty packages ranging from a few hundred to a few thousand dollars, which was not what consumer had initially wanted.

6



## Misled on terms & conditions

Consumer was misled that package bought was transferable with unlimited validity period, while invoices stated otherwise.

## ! TIPS FOR BEAUTY RETAILERS

1

State clearly and accurately upfront the price and any other material terms & conditions of any service or product offered to consumers

2

Always obtain consumers' consent before proceeding with any treatment or service

3

Do not exert undue pressure or influence on the consumer to make purchases

4

Do not entice consumers with 'discounts/offers' which are not genuine, then persuade consumers to buy something more expensive