

FALSE/UNSUBSTANTIATED CLAIMS ABOUT ATTRIBUTES OF PRODUCTS/SERVICES & PRESSURE SALES TACTICS

A

False/unsubstantiated claims on performance, benefits and qualities of products/services:

Such claims would:



Mislead consumers on the results, effects or benefits of products/services.



Induce consumers to purchase products/services, and/or pay a premium.



Businesses should:



Ensure that claims about products/services are substantiated with objective, verifiable and reliable evidence.



Always provide clear and accurate information to consumers.



Make clear any disclaimers about products/services.

B

Pressure sales tactics:

Such tactics would:



Overwhelm or intimidate consumers.



Compel consumers to purchase out of fear or confusion.



Businesses should not:

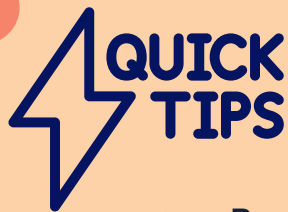


Exert pressure on the consumer to push for a sale.



Promote products/services to consumers in circumstances when they are unable to comprehend or respond clearly.

C



FOR CONSUMERS

- Be wary of exaggerated or dubious claims and refuse any products/services with such claims.
- Conduct research on products/services before committing to a purchase decision.
- Firmly say 'No' and walk away from pressure selling and aggressive sales tactics.
- Consider patronising CaseTrust accredited businesses which are committed to fair trading practices and transparency to consumers.