

Skin care product supplier convicted of engaging in bait advertising

A skin care product supplier was fined \$40,000 today (June 5) at Kowloon City Magistrates' Courts after being convicted of bait advertising, in contravention of the Trade Descriptions Ordinance (TD0).

Customs earlier received information alleging that a skin care product supplier launched an advertisement via the Internet and leaflet distribution that a skin care product will be offered at a discounted price on a designated date. However, a customer was told the product had already been sold out when she visited the supplier on that day.

After investigation, it was revealed that the supplier had offered only one set of the skin care product for sale on that day.

Customs reminds traders to comply with the requirements of the TD0 and consumers to procure products at reputable shops.

Under the TD0, any trader who engages in bait advertising by claiming to supply products at a specified price but failing to offer those products for supply at that price for a reasonable period and in reasonable quantities, commits an offence. The maximum penalty upon conviction is a fine of \$500,000 and imprisonment for five years.

Members of the public may report any suspected violations of the TD0 to Customs' 24-hour hotline 2545 6182 or its dedicated crime-reporting email account (crimereport@customs.gov.hk).