

Beauty parlour and its director cum saleslady convicted for applying false trade description

A beauty parlour and its female director cum saleslady were respectively fined \$60,000 and sentenced to imprisonment for six months suspended for three years today (October 23) at Eastern Magistrates' Courts for having applied a false trade description to the beauty service supplied, in contravention of the Trade Descriptions Ordinance (TDO).

A Customs officer earlier conducted a test-buy operation at a beauty parlour in Causeway Bay. The female director cum saleslady claimed to provide beauty treatment with a beauty device of a particular brand.

After investigation, the beauty device was found not produced by the manufacturer of the brand.

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

Under the TDO, any trader who applies a false trade description to a service supplied to a consumer 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 TDO to Customs' 24-hour hotline 2545 6182 or its dedicated crime-reporting email account (crimereport@customs.gov.hk).