

## Beauty parlour owner cum salesperson convicted of engaging in misleading omission

A female owner cum salesperson of a beauty parlour was sentenced to a 12-month probation order today (April 18) after the conviction for engaging in misleading omission, in contravention of the Trade Descriptions Ordinance (TDO), on March 28 at Kwun Tong Magistrates' Courts. She was also ordered to pay compensation of \$936 in total to the two victims.

Hong Kong Customs earlier received information alleging that a female owner cum salesperson of a beauty parlour in Ngau Tau Kok had engaged in unfair trade practices in the supply of beauty service.

After investigation, it was revealed that the female owner cum salesperson hid the material information that the procured beauty treatment package could not be used during Chinese New Year. She also provided the material information in an unclear or untimely manner, namely she had not informed the consumers that the facial treatment administered to them was not the treatment they had procured in the package. The owner as a result requested the two customers to pay extra fees.

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 engages in a commercial practice that omits or hides material information or provides material information in a manner that is unclear, unintelligible, ambiguous or untimely and as a result causes, or is likely to cause, an average consumer to make a transactional decision 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 violation of the TDO to Customs' 24-hour hotline 2545 6182 or its dedicated crime-reporting email account ([crimereport@customs.gov.hk](mailto:crimereport@customs.gov.hk)).