

# Hong Kong Customs combats unfair trade practices at beauty parlours

Hong Kong Customs today (September 30) arrested two directors of two beauty parlours. They were suspected of having applied a false trade description to a hair growth treatment supplied, in contravention of the Trade Descriptions Ordinance (TDO).

Customs earlier received information alleging that a beauty parlour had made a false claim that the technology used in the hair growth treatment supplied had been accredited by foreign institutions, suspected to be contrary to the fact. After investigation, Customs found out that the technology involved had not been accredited by the institutions. In addition, Customs found out that another beauty parlour had also made the same false claim.

After investigation, Customs officers today arrested a 53-year-old female director and a 60-year-old male director.

An investigation is ongoing and the two arrested persons have been released on bail pending further investigation.

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 or offered to be 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](mailto:crimereport@customs.gov.hk)).