

GUIDE ON QUALITY-RELATED CLAIMS

These principles and checklist seek to guide businesses make claims relating to the qualities, uses or benefits associated with their products and business.

The making of misleading or false claim by a business can be an unfair trade practice under the Consumer Protection (Fair Trading) Act. Errant businesses may face enforcement actions by the Competition and Consumer Commission of Singapore (CCS).

Checklist

PRINCIPLE 1: CLAIMS SHOULD BE TRUE AND ACCURATE

- › Verify accuracy of claims before communicating to consumers
- › Ensure claims do not mislead consumers about why they need the product
- › Periodically review information to keep it up to date



PRINCIPLE 2: CLAIMS SHOULD BE CLEAR AND EASILY UNDERSTOOD

- › Consider how an average consumer may interpret the claim
- › Use plain language and avoid technical jargon
- › Avoid using vague or overly broad statement or imagery that may mislead consumers

PRINCIPLE 3: CLAIMS SHOULD BE MEANINGFUL

- › Focus on material product attributes rather than insignificant, standard or mandatory product
- › Any comparisons with other products should be fair and substantiated



PRINCIPLE 4: CLAIMS SHOULD BE ACCOMPANIED BY MATERIAL INFORMATION

- › Provide sufficient substantiation for any claim made
- › Present supporting information in an accessible manner as early as possible
- › Clearly state any assumptions, limits or conditions underlying the claim

PRINCIPLE 5: CLAIMS SHOULD BE SUPPORTABLE BY EVIDENCE

- › Substantiate claims reasonably with credible evidence
- › Back claims with evidence that is valid, specific and up to date
- › Any claimed ambitions or goals should be made with the intention to achieve them and are reasonably achievable

