

IN THE ACT

Welcome to the new look of *IN THE ACT*.

In this July issue, we turn our spotlight to the beauty and wellness sector. As consumer demand grows, safeguarding fair and transparent sales practices becomes increasingly important. This issue features a recent enforcement case in the beauty sector, illustrating our approach to addressing misleading sales tactics.

Alongside this local enforcement update, we also share insights from our continued engagement on the international front, including highlights from recent global conferences and collaborative initiatives.

Read on to stay informed.

Focal Point



CCS secured a \$1 Million commitment from DNA Brands to refund consumers after unfair beauty sales practices were uncovered. The company will cease these practices and strengthen compliance measures.

Showcase



**Fast Track
Procedure
Guidelines**



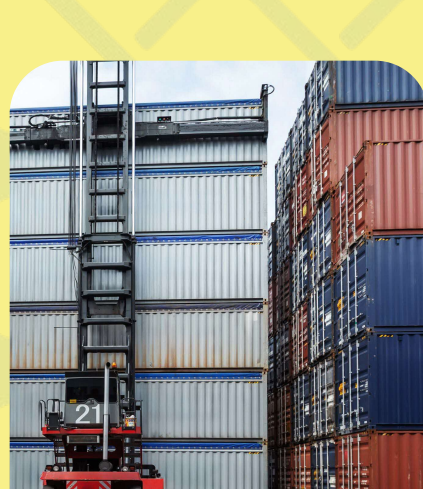
**Clamping Down on
Digital Dark Patterns
in E-Commerce**



**Protecting
Competition
in EV Charging**



**Eradicating Fake
Reviews and Misleading
Ratings**



**Sharing Pricing
Intentions can breach
Competition Law**



**Updated Passenger
Airline Guidance Note**

Global Act

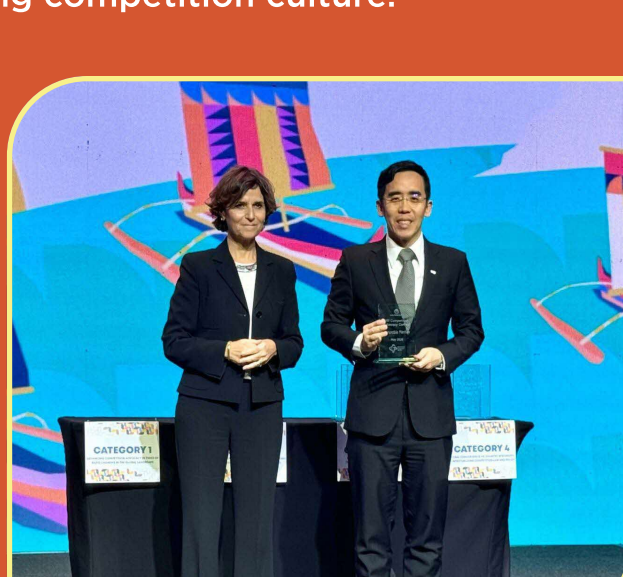


At the inaugural ASEAN-EU Heads of Competition Authority Roundtable held in Manila, the Philippines, CCS Chief Executive Mr Alvin Koh shared CCS's strategies for navigating our challenging operating environment through digital innovation, supporting businesses in competition compliance, and promoting competition culture.



2026 ICN Annual Conference

CCS shared insights on its AI Market Study and the AI Markets Toolkit in the Cartel Plenary session.



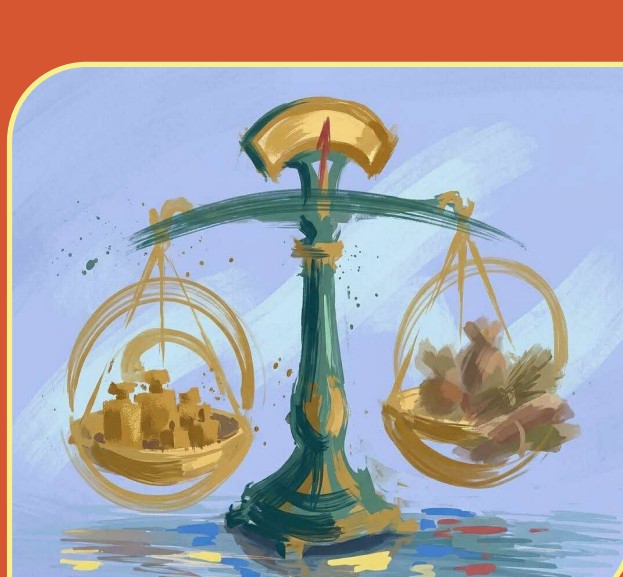
**2026 ICN-World Bank Group
Competition Advocacy Contest**

CCS received the honourable mention award for its submission on its AI Markets Toolkit.



Japan Fair Trade Commission

CCS hosted a delegation from the Japan Fair Trade Commission, led by Chair Mr Eiji Chatani, on 28 April 2026.



World Metrology Day

Celebrated on 20 May, it highlights the vital role of measurement science in our daily lives. Learn more about how the Weights and Measures Office enforces consistent measurements so you can shop with confidence.

Spotlight



Podcast: Computational Antitrust

From data science and AI to computational enforcement, discover how technology is transforming Singapore's competition law. In this podcast, CCS Chief Executive Mr Alvin Koh shares with Associate Professor of Law, Thibault Schrepel on real-world applications of digital tools and how they are transforming our investigative work.