

Establishing trusted representation for consumers informed decisions with proper labeling

Act against Unjustifiable Premiums and Misleading Representations - Rules on fair labeling

A quality and price information label is an important factor in choosing goods or services.

False or misleading representations may sway consumers into buying goods or services that are actually of poor quality or overvalued. The Act against Unjustifiable Premiums and Misleading Representations prohibits such misleading representations. The Consumer Affairs Agency strives to ensure proper environment for shopping according to the Act.

These types of labeling are prohibited:

Leading to misunderstanding that the goods/services are superior to what they actually are

[Example]

A flyer claims "Natural diamonds are used," but what are actually used are all synthetic diamonds.



Leading to misunderstanding that the trade terms are more advantageous to consumers than they actually are

[Example]

A storefront poster claims "Foreign currency savings interests; Now 〇〇%," but the actual amount receivable is 1/3 or less of the amount claimed.



Leading to other types of misunderstanding

[Example]

A clothing label claims "Made in the UK," but the cloth was actually manufactured in a country other than the UK.



There are rules for premiums

If companies try to be competitive in the market by offering excessive free gifts or additional services, consumers may be swayed into buying goods or services that are of poor quality or overvalued. To avoid this, the Act against Unjustifiable Premiums and Misleading Representations prohibits the offering of excessive premiums. The Consumer Affairs Agency strives to create an environment where companies can compete with one another by focusing on the quality and prices of goods and services so that consumers can make good choices regarding such goods and services.



Fair competition code

The fair competition code is a voluntary rule on labeling and premiums established by business operators or business organizations certified by the Japan Fair Trade Commission and the Commissioner of the Consumer Affairs Agency. In accordance with this code, some companies print a "Fairness mark" on their product packages or display it at the storefront. These marks are the icons of proper shopping.

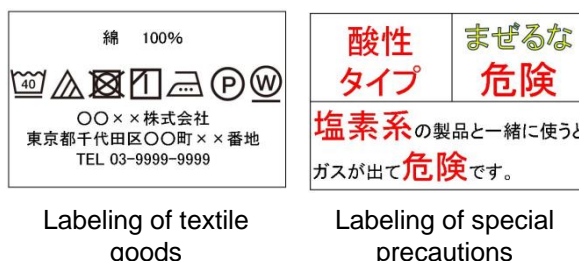


Household Goods Quality Labeling Act

People use various types of household goods in their daily lives.

The Household Goods Quality Labeling Act requires the labeling of information about products such as components, performance, and usage to help consumers to properly understand the quality of household goods when they purchase and/or use them. The Consumer Affairs Agency strives to create an environment where consumers can choose and use household goods properly according to the Act.

[Examples of labeling in accordance with the Household Goods Quality Labeling Act]



Labeling of textile goods

Labeling of special precautions

Taking corrective actions for any labels impeding the pass-on of consumption tax

The Act Concerning Special Measures for Pass-on of Consumption Tax came into effect on October 1, 2013 aiming to ensure that consumption tax is smoothly and appropriately passed on to counterparties at the time when consumption tax ratio is to increase.

Under this Act, the Consumer Affairs Agency is cracking down on advertising and promotional activities offering a discount equivalent to the amount of consumption tax such as "Consumption Tax Discount Sale." The brochures that easily explain about the initiatives concerning the pass-on of consumption tax, the guidelines for the Act Concerning Special Measures for Pass on of Consumption Tax, and other helpful information are available on the website of the Consumer Affairs Agency.

Act Concerning Special Measures for Pass-on of Consumption Tax
(Available in Japanese only)

▶ https://www.caa.go.jp/policies/policy/representation/consumption_tax/