

Date: 12-May-2024

News Coverage of Press Release

“CCP Issues Notices to 12 Beauty Product Firms for Deceptive Marketing Practices”

12-May-2024

Online

Pakistan serves notices to 12 cosmetic companies for 'greenwashing,' misleading marketing

- Competition Commission of Pakistan says these firms falsely claimed their products to be organic, chemical-free
- It asks customers to remain vigilant and report misleading advertising claims, health hazards caused by them

KARACHI: The Competition Commission of Pakistan (CCP) announced on Saturday it had served notices to 12 cosmetics companies for running "deceptive marketing campaigns" by engaging in "greenwashing," falsely describing their products as organic and devoid of any chemicals.

The CCP is a regulatory agency with a fundamental mandate to ensure a level playing field for all market players and to protect consumers from anti-competitive practices, predatory behavior and price-fixing.

The CCP statement also highlighted that Section 10 of the Competition Act, 2010, prohibits misleading marketing practices and emphasizes "accuracy, integrity, reliability and truthfulness" in marketing communication to assist consumers in making informed purchase decisions.

"The Competition Commission of Pakistan has taken cognizance of deceptive marketing by the beauty products' manufacturers and issued notices to 12 companies regarding their false and misleading claims," the CCP said.

"CCP's preliminary probe revealed that these Undertakings were prima facie engaged in 'greenwashing', advertising their products as 'Natural, Organic, Sustainable, Pure, and Chemical Free' without having any scientific evidence to support their claims," it added. "Such unsubstantiated marketing claims not only mislead the consumers but also pose potential health risks."

It added the notices issued by its officials could ultimately lead to responsible marketing practices prioritizing environmental integrity and consumer trust.

The statement also urged consumers to remain vigilant and report false advertising claims along with any health hazards caused as their consequence.

Deceptive marketing practices

CCP issues notices to 12 companies manufacturing 'beauty' products

RECORDER REPORT

ISLAMABAD: The Competition Commission of Pakistan (CCP) has taken cognizance of deceptive marketing by the beauty products' manufacturers and issued notices to 12 companies regarding their false and misleading claims.

CCP's preliminary probe revealed that these Undertakings were prima facie engaged in "greenwashing", advertising their products as "Natural, Organic, Sustainable, Pure, and Chemical Free" without having any scientific evidence to support their claims. Such unsubstantiated

marketing claims not only mislead the consumers but also pose potential health risks to unwary users. The notices issued by CCP may set a significant precedent for responsible marketing practices that prioritize environmental integrity and consumer trust.

The undertakings in this business strategically omit the material information about the chemical/synthetic ingredients in their products from labels and marketing communications or use misleading terminology, imagery or labelling practices to hide the presence of inorganic components or

chemical additives. Hence, the consumers are significantly attracted by their environment friendly assertions like "100% Organic, 100% Natural, 100% Pure, 100% Satisfaction guaranteed, Pakistan's No.1 Skincare Brand, Pakistan's Best Organic and Natural Brand, Pakistan's No.1 Online Organic Brand" and claims of the same kind.

The Competition Act, 2010 prohibits deceptive marketing practices under Section 10 of the Act. The Commission is further mandated to ensure fair market competition for consumer protection.

CCP issues notices to 12 beauty products companies over misleading claims

By Mehtab Halder

ISLAMABAD: The Competition Commission of Pakistan (CCP) has taken cognizance of deceptive marketing by beauty products manufacturers and issued notices to 12 companies over their false and misleading claims.

According to an official announcement made here on Saturday, the CCP's preliminary probe revealed that these undertakings were prima facie engaged in "greenwashing", advertising their products as "natural, organic, sustainable, pure, and chemical free" without having any scientific evidence to support their claims. Such unsubstantiated marketing claims not only mislead consumers but also pose potential health risks to unwary users. The

Continued on page 9

CCP issues notices

Continued from page 12

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The Competition Act, 2010 prohibits deceptive marketing practices under Section 10 of the Act. The commission is further mandated to ensure fair market competition for

consumer protection. The CCP, therefore, calls for the accuracy, integrity, reliability and truthfulness of all marketing communications to honestly help the consumers in their purchase decisions.

Marketing claims must be substantiated with valid scientific evidence to prevent distribution of false or misleading information to consumers. The companies must compete based on safety, innovation, value for money, quality, and effectiveness of their products. The commission is fully committed to enforcing the law and any company found guilty of deceptive marketing practices will face strict enforcement actions including penalties. In collaboration with the consumers, producers, retailers and relevant stakeholders, the CCP aims to ensure fair competition to protect the rights of consumers in the beauty products market. Furthermore, the CCP urges consumers to remain vigilant and promptly report to the commission any instances of deceptive advertising, false claims or health hazards faced.

CCP issues warnings to 12 beauty brands

ISLAMABAD: The Competition Commission of Pakistan (CCP) has issued warnings to 12 beauty product manufacturers for deceptive marketing that made false and misleading claims.

A preliminary probe revealed that these companies were prima facie engaged in advertising their products as “natural, organic, sustainable, pure, and chemical-free” without any scientific evidence supporting their claims.

Such unsubstantiated marketing claims not only mislead the consumers but

also pose potential health risks to users.

The notices issued by the CCP may set a significant precedent for responsible marketing practices that prioritise environmental integrity and consumer trust.

These companies strategically omit information about the chemical ingredients in their products from marketing communications or use misleading terminology, imagery or labelling practices to hide the presence of inorganic components or chemical additives.—Staff Reporter

BEAUTY PRODUCTS

CCP cracks down on false marketing

OUR CORRESPONDENT

ISLAMABAD. The Competition Commission of Pakistan (CCP) has taken note of deceptive marketing practices within the beauty products industry, issuing notices to 12 companies regarding their false and misleading claims.

The preliminary investigation by the CCP revealed that these companies were potentially engaging in “greenwashing,” falsely advertising their products as “Natural, Organic, Sustainable, Pure, and Chemical Free” without scientific evidence to support such assertions. Such misleading claims not only deceive consumers but also pose potential health risks to unsuspecting users. The notices issued by the CCP could establish a significant precedent for responsible marketing practices, prioritising environmental integrity and consumer confidence. The Competition Act of 2010 prohibits deceptive marketing practices under Section 10, with the Commission mandated to ensure fair market competition for consumer protection.

FALSE AND MISLEADING CLAIMS

CCP issues notices to 12 beauty products' manufacturers

IMRAN ALI KUNDI
ISLAMABAD

The Competition Commission of Pakistan (CCP) has taken cognizance of deceptive marketing by the beauty products' manufacturers and issued notices to 12 companies regarding their false and misleading claims. CCP's preliminary probe revealed that these undertakings were prima facie engaged in "greenwashing", advertising their products as "Natural, Organic, Sustainable, Pure, and Chemical Free" without having any scientific evidence to support their claims. Such unsubstantiated marketing claims not only mislead the consumers but also pose potential health risks to unwary users. The notices issued by CCP may set a significant precedent for responsible marketing practices that prioritize environmental integrity and consumer trust.

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strategically omit the material information about the chemical/synthetic ingredients in their products from labels and marketing communications or use misleading terminology, imagery or labelling practices to hide the presence of inorganic components or chemical additives. Hence, the consumers are significantly attracted by their environment friendly assertions like "100% Organic, 100% Natural, 100% Pure, 100% Satisfaction guaranteed, Pakistan's No.1 Skincare Brand, Pakistan's Best Organic and Natural Brand, Pakistan's No.1 Online Organic Brand" and claims of the same kind.

The Competition Act, 2010 prohibits deceptive marketing practices under Section 10 of the Act. The Commission is further mandated to ensure fair market competition for consumer protection. The CCP, therefore, calls for the accuracy, integrity, reliability and truthfulness of all marketing communications

to honestly help the consumers in their purchase decisions.

Marketing claims must be substantiated with valid scientific evidence to prevent the distribution of false or misleading information to consumers. The companies must compete on the basis of safety, innovation, value for money, quality and effectiveness of their products. The Commission is fully committed to enforce the law and any company found guilty of deceptive marketing practices will face strict enforcement actions including penalties.

In collaboration with the consumers, producers, retailers and relevant stakeholders, the CCP aims to ensure fair competition to protect the rights of consumers in the beauty products market. Furthermore, the CCP urges consumers to remain vigilant and promptly report to the Commission any instances of deceptive advertising, false claims or health hazards faced.

CCP issues notices to 12 beauty product firms

MEHTAB PIRZADA

ISLAMABAD : The Competition Commission of Pakistan (CCP) has taken cognizance of deceptive marketing by the beauty products' manufacturers and issued notices to 12 companies regarding their false and misleading claims. CCP's preliminary probe revealed that these Undertakings were prima facie engaged in "greenwashing", advertising their products as "Natural, Organic, Sustainable, Pure, and Chemical Free" without having any scientific evidence to support their claims. Such unsubstantiated marketing claims not only mislead the consumers but also pose potential health risks

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بیوٹی پراڈکٹس کی گمراہ کن تشہیر، 12 کمپنیوں کو نوٹس

اسلام آباد (خصوصی رپورٹر) مسابقتی کمیشن
پاکستان (سی سی پی) نے (باقی صفحہ 7 بقیہ 33)

باقی نمبر 33 مسابقتی کمیشن نوٹس

بیوٹی پراڈکٹس کے حوالے سے دھوکا دہی پر مبنی تشہیر پر
12 کمپنیوں کو جھوٹے اور گمراہ کن دعوؤں کے حوالے
سے نوٹس جاری کر دیا۔ سی سی پی کی ابتدائی تحقیقات
کے مطابق یہ کاروباری ادارے بادی النظر میں گرین
واشنگ میں مصروف تھے، اپنی مصنوعات کو قدرتی،
نامیاتی، پائیدار، خالص اور کیمیکل فری ظاہر کیا جس کے
سائنسی ثبوت موجود نہیں تھے۔ غیر مصدقہ مارکیٹنگ
کے دعوے صارفین کو گمراہ کرتے اور صحت کے خطرات کا
باعث بنتے ہیں۔ کمپیشن ایکٹ 2010 کا سیکشن 10
دھوکا دہی پر مبنی مارکیٹنگ کی ممانعت کرتا ہے۔

سی سی پی: رنگ گورا کرنے والی 12 کمپنیوں کو دھوکہ دہی پر نوٹس

مصنوعات کو قدرتی، خالص اور کیمیکل فری کے طور پر ظاہر کیا جا رہا تھا: مسابقتی کمیشن

اسلام آباد (آن لائن) مسابقتی کمیشن نے نوٹس لیتے ہوئے 12 کمپنیوں کو ان کے جھوٹے اور رنگ گورا کرنے والی 12 کمپنیوں کو دھوکہ دہی پر نوٹسز جاری کر دیئے۔ مسابقتی کمیشن نے بیوٹی کریم کے مینوفیکچررز کی جانب سے دھوکہ دہی پر مبنی تشہیر کا ظاہر ہوا کہ یہ کاروباری (باقی صفحہ 6 نمبر 53)

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سی سی پی نوٹس

بقیہ

ادارے بادی النظر میں گرین واشنگ میں مصروف تھے یعنی اپنی مصنوعات کو قدرتی، نامیاتی، پائیدار، خالص اور کیمیکل فری کے طور پر ظاہر کر رہے تھے جبکہ ان کے دعووں کی حمایت کے لیے کوئی سائنسی ثبوت موجود نہیں تھے۔ اس طرح کی غیر مصدقہ مارکیٹنگ کے دعوے نہ صرف صارفین کو گمراہ کرتے ہیں بلکہ عام صارفین کے لیے ممکنہ صحت کے خطرات کا باعث بھی بنتے ہیں۔ سی سی پی صارفین کو ہوشیار رہنے کی تاکید کرتے ہوئے کہا ہے کہ فریب دینے والے اشتہارات، جھوٹے دعووں یا صحت کو درپیش خطرات پیش آنے کی کسی بھی صورت میں کمیشن کو فوری طور پر مطلع کریں۔

12 بیوٹی پراڈکٹ کمپنیوں کو دھوکہ دہی پر مبنی تشہیر پر نوٹس جاری

کمپنیوں کو اپنی مصنوعات کی حفاظت، معیار اور تاثیر کی بنیاد پر مقابلہ کرنا چاہیے، سی سی پی

اسلام آباد (نامہ نگار خصوصی) کمپنیشن کمیشن آف پاکستان (سی سی پی) نے بیوٹی پراڈکٹس کے مینوفیکچررز کی جانب سے دھوکہ دہی پر مبنی تشہیر کا نوٹس لیا ہے اور اس سلسلے میں 12 کمپنیوں کو ان کے جھوٹے اور گمراہ کن دعوے جات کے حوالے سے نوٹس جاری کر دئے ہیں۔ سی سی پی ابتدائی تحقیقات سے ظاہر ہوا کہ یہ کاروباری ادارے بادی النظر میں "گرین واشنگ" میں مصروف تھے یعنی اپنی مصنوعات کو "قدرتی، نامیاتی، پائیدار، خالص اور کیمیکل فری" کے طور پر ظاہر کر رہے (باقی صفحہ 6 بقیہ نمبر 31)

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سی سی پی

بقیہ

تھے جب کہ ان کے دعووں کی حمایت کے لیے کوئی سائنسی ثبوت موجود نہیں تھے۔ اس طرح کی غیر مصدقہ مارکیٹنگ کے دعوے نہ صرف صارفین کو گمراہ کرتے ہیں بلکہ عام صارفین کے لیے ممکنہ صحت کے خطرات کا باعث بھی بنتے ہیں۔ سی سی پی کے جاری کردہ نوٹسز ماحولیاتی سالمیت اور صارفین کے اعتماد کو ترجیح دیتے ہوئے ذمہ دارانہ مارکیٹنگ کے لیے ایک اہم نظیر قائم کر سکتے ہیں۔

مسابقتی کمیشن کا 12 کمپنیوں

کو گمراہ کن تشہیر پر نوٹس جاری

اسلام آباد (نیوز ایجنسی) مسابقتی کمیشن نے رنگ گورا کرنے والی (باقی صفحہ 6 بقیہ نمبر 41)

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نوٹس جاری

اوصاف

کریموں سے دیگر بیوٹی پراڈکٹس بنانے والی کمپنیوں کی دھوکہ دہی کا نوٹس لے لیا۔ تفصیلات کے مطابق مسابقتی کمیشن آف پاکستان نے بیوٹی پراڈکٹس بنانے والی 12 کمپنیوں کو گمراہ کن تشہیر پر نوٹس جاری کر دیا ہے، کمپنیاں بادی النظر میں گرین واشنگ میں مصروف تھیں، 12 مصنوعات کی قدرتی، نامیاتی، پائیدار، خالص، کیمیکل فری کے نام سے تشہیر کی جا رہی تھی، کمپنیوں کے پاس گمراہ کن دعوؤں کی حمایت میں کوئی سائنسی ثبوت نہیں، غیر مصدقہ مارکیٹنگ کے دعوے صارفین کو گمراہ کرتے ہیں۔

بیوٹی پراڈکٹس تیار کر نیوالی 12 کمپنیوں

کو گمراہ کن اشتہارات پر نوٹس جاری

اسلام آباد (نامہ نگار، مانیٹرنگ ڈیسک) مسابقتی کمیشن آف پاکستان نے بیوٹی پراڈکٹس تیار کرنے والی 12 کمپنیوں کو گمراہ کن اشتہارات پر نوٹس جاری کر دیے۔ مسابقتی کمیشن کے مطابق ملک میں بیوٹی پراڈکٹس (صفحہ 4 پر بقیہ نمبر 34)

نئی بات بیوٹی پراڈکٹس 34

بنانے والی کمپنیوں کی جانب سے دھوکے پر مبنی تشہیر کا نوٹس لیا گیا، ابتدائی تحقیقات میں 12 کمپنیوں کی جانب سے صارفین کو بیوٹی پراڈکٹس سے گمراہ کر نیکا انکشاف ہوا ہے، یہ کمپنیاں بادی انظر میں " گرین واشنگ " میں مصروف تھیں۔ مسابقتی کمیشن کا کہنا ہے یہ کمپنیاں اپنی مصنوعات کی بطور قدرتی، نامیاتی، پائیدار، خالص اور کیمیکل سے پاک تشہیر کر رہی تھیں، تاہم ان کمپنیوں کے پاس گمراہ کن دعوے کی حمایت میں کوئی سائنسی ثبوت نہیں۔ مسابقتی کمیشن کے مطابق اس طرح کی غیر مصدقہ مارکیٹنگ کے دعوے صارفین کو گمراہ کرتے ہیں، ایسے گمراہ کن دعوے صارفین کے لیے ممکنہ صحت کے خطرات کا باعث بھی بنتے ہیں، کمپنیاں اپنی مصنوعات میں کیسائی، مصنوعی اجزاء کی مادی معلومات کو لیبلز اور مارکیٹنگ کیونیکیشنز سے نکال دیتی ہیں، کمپیشن ایکٹ 2010 کا سیکشن 10 دھوکہ دہی پر مبنی مارکیٹنگ کے طریقوں کی ممانعت کرتا ہے۔ مسابقتی کمیشن آف پاکستان نے صارفین کو بھی ہوشیار رہنے کی تاکید کی ہے۔

12 | بيروني پراڊيڪٽس ٺاهيندڙ ڪمپنيءَ کي غير معياري شيون وڪڻڻ تي نوٽس جاري

اهي ڪمپنيون گرين واشنگ ۽ ڌرتيءَ جي سوار کي غير معياري شيون وڪڻنديون هيون

نگهنديون هيون. گرين واشنگ جو مطلب آهي تاهي ڪمپنيون پنهنجن شين کي ڌرتيءَ، لاهيائي، پاڻيوار خالص ۽ ڪمپيوٽر کان پاڪ ڇڏي عوام کي پنهنجيون شيون خريد ڪرڻ لاءِ متاثيرين هيون. سي سي سي جو چوڻ آهي تاهي ڪمپنيون پنهنجي ڪمپيوٽر ۽ غير نامياتي جزن مان ٺهيل شين کي وڪڻڻ لاءِ ڪوڙي ۽ بيٺياد مشهوري ۽ رنگين ۽ سٺن ليبلن جو سهارو وٺنديون هيون ۽ پنهنجي سو سيڪڙو خالص ۽ فائدي وارو حصو جون ڪوڙيون دوائون ڪنديون هيون. سي سي سي جي ايڪٽ 2010 جو سيڪشن 10 ڌرتيءَ تي سٺي طريقن کان منع ڪري ٿو ۽ ڪاهيدارن جي حقن جو تحفظ ڪري ٿو.

اسلام آباد ۾، ڪمپنيون ڪمپنيون پاڪستان بيروني پراڊيڪٽس ٺاهيندڙ ڪمپنيون کي پنهنجي شين جي تلفظ ۽ وڌاءَ تي سٺي مشوري ڪري مائٽن کي ٺڳڻ جي الزام ۾ ڪارروائيءَ جو آغاز ڪري پذير آهي. ان ٿيڻ ۾ ڪمپنيون ڪمپنيون پاڪستان آ سي سي سي ٻي ملڪ جي ٻارنهن ڪمپنيون کي نوٽس جاري ڪري ٻڌايا آهن سي سي سي جي جاري ڪيل پريس بيان ۾ چيو ويو آهي ته جن ڪمپنيون کي نوٽس جاري ڪيا ويا آهن انهن تي ”گرين واشنگ“ ڪرڻ جو الزام آهي. يعني اهي ڪمپنيون پنهنجن شين کي ڌرتيءَ، جزن مان ٺهيل ٻڌائي انهن جي مارڪيٽنگ ڪنديون هيون اهڙي نموني اهي ڪمپنيون عملي طور تي عوام کي

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12 cosmetic companies served notices

by **News desk** — 1 day ago in **Top News**

As many as 12 firms linked to beauty industry were served notice by the Competition Commission of Pakistan for engaging in “greenwashing” by falsely labelling their products as “organic or chemical free”. A statement released by the commission stated that it took cognizance of deceptive marketing by the beauty products’ manufacturers and issued notices for their false and misleading claims. The commission’s preliminary probe revealed that the firms prima facie engaged in “greenwashing”, advertising their products as “natural, organic, sustainable, pure, and chemical free” without having any scientific evidence to support their claims.

<https://pakobserver.net/12-cosmetic-companies-served-notices/>

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Online

TRADE & INDUSTRY

CCP Probes Deceptive Tactics by Cosmetics Manufacturers

May 12, 2024

The Competition Commission of Pakistan (CCP) has launched an investigation into deceptive marketing practices by beauty products manufacturers, issuing notices to 12 companies for false and misleading claims.

The move comes as part of CCP's efforts to ensure fair market competition and protect consumers from deceptive advertising tactics.

Preliminary findings from the CCP's probe revealed that these companies were engaging in "greenwashing," a practice where products are falsely marketed as "Natural, Organic, Sustainable, Pure, and Chemical Free" without scientific evidence to support such claims. These misleading assertions not only deceive consumers but also pose potential health risks to unsuspecting users.

The notices issued by the CCP signal a significant step towards promoting responsible marketing practices that prioritize environmental integrity and consumer trust. By cracking down on deceptive advertising, the CCP aims to uphold fair competition in the beauty products industry and safeguard consumer interests.

According to the investigation, the companies strategically omit material information about the chemical or synthetic ingredients in their products from labels and marketing communications. Instead, they use misleading terminology, imagery, or labeling practices to conceal the presence of inorganic components or chemical additives.

Consumers are often lured by these companies' claims of being "100% Organic," "100% Natural," "100% Pure," and similar assertions, as well as titles like "Pakistan's No.1 Skincare Brand" or "Pakistan's Best Organic and Natural Brand." However, without scientific evidence to support these claims, consumers may be misled into purchasing products that do not meet their expectations or may even pose health risks.

Under the Competition Act, 2010, deceptive marketing practices are prohibited under Section 10 of the Act. The CCP is entrusted with ensuring fair market competition and protecting consumers from misleading advertising tactics.

As the investigation progresses, the CCP will continue to scrutinize the marketing practices of cosmetics manufacturers and take necessary action to enforce compliance with fair competition standards. By holding companies accountable for deceptive advertising, the CCP aims to promote transparency, integrity, and consumer confidence in the beauty products market.

<https://pkrevenue.com/ccp-probes-deceptive-tactics-by-cosmetics-manufacturers/>

12-May-2024

Online News Paper

Back Page

CCP Issues Notices to 12 Beauty Product Firms for Deceptive Marketing Practices

PPA

ISLAMABAD: The Competition Commission of Pakistan (CCP) has taken cognizance of deceptive marketing by the beauty products' manufacturers and issued notices to 12 companies regarding their false and misleading claims.

CCP's preliminary probe revealed that these Undertakings were prima facie engaged in "greenwashing", advertising their products as "Natural, Organic, Sustainable, Pure, and Chemical Free" without having any scientific evidence to support their claims. Such unsubstantiated marketing claims not only mislead the consumers but also pose potential health risks to unwary users. The notices issued by CCP may set a significant precedent for responsible marketing practices that prioritize environmental integrity and consumer trust.

The undertakings in this business strategically omit the material information about the chemical/synthetic ingredients in their products from labels and marketing communications or use misleading terminology, imagery or labeling practices to hide the presence of inorganic components or chemical additives. Hence, the consumers are significantly attracted by their environment friendly assertions like "100% Organic, 100% Natural, 100% Pure, 100% Satisfaction guaranteed, Pakistan's No.1 Skincare Brand,

Pakistan's Best Organic and Natural Brand, Pakistan's No.1 Online Organic Brand" and claims of the same kind.

The Competition Act, 2010 prohibits deceptive marketing practices under Section 10 of the Act. The Commission is further mandated to ensure fair market competition for consumer protection. The CCP, therefore, calls for the accuracy, integrity, reliability and truthfulness of all marketing communications to honestly help the consumers in their purchase decisions.

Marketing claims must be substantiated with valid scientific evidence to prevent the distribution of false or misleading information to consumers. The companies must compete on the basis of safety, innovation, value for money, quality and effectiveness of their products. The Commission is fully committed to enforce the law and any company found guilty of deceptive marketing practices will face strict enforcement actions including penalties.

In collaboration with the consumers, producers, retailers and relevant stakeholders, the CCP aims to ensure fair competition to protect the rights of consumers in the beauty products market. Furthermore, the CCP urges consumers to remain vigilant and promptly report to the Commission any instances of deceptive advertising, false claims or health hazards faced.

12-May-2024

Online

Govt cracks down on deceptive cosmetics marketing



Published by MM News Staff — May 12, 2024

The Competition Commission of Pakistan (CCP) has said that it had issued notices to 12 cosmetics companies for conducting “deceptive marketing campaigns” involving “greenwashing,” wherein they falsely labeled their products as organic and free from chemicals.

The CCP, functioning as a regulatory body, holds the primary responsibility of ensuring fair competition among all market participants and safeguarding consumers from unfair practices such as predatory behavior and price-fixing.

In its statement, the CCP underscored that Section 10 of the Competition Act, 2010, prohibits deceptive marketing practices and emphasizes the importance of “accuracy, integrity, reliability, and truthfulness” in marketing communication to enable consumers to make informed purchasing decisions.

“The Competition Commission of Pakistan has taken note of deceptive marketing tactics employed by manufacturers of beauty products and has issued notices to 12 companies regarding their misleading claims,” stated the CCP.

The preliminary investigation conducted by the CCP indicated that these companies were ostensibly involved in ‘greenwashing,’ promoting their products as ‘Natural, Organic, Sustainable, Pure, and Chemical Free’ without any scientific evidence to validate their assertions. Such baseless marketing claims not only deceive consumers but also pose potential health risks.

The notices served by CCP officials are aimed at promoting responsible marketing practices that prioritize environmental sustainability and consumer confidence.

<https://mmnews.tv/govt-cracks-down-on-deceptive-cosmetics-marketing/>

12 Beauty Product Companies Caught Using Misleading Marketing

By ProPK Staff | Published May 11, 2024 | 9:13 pm



The Competition Commission of Pakistan (CCP) has taken notice of deceptive marketing by several beauty products manufacturers and issued notices to 12 companies regarding their false and misleading claims.

CCP's preliminary probe revealed that these undertakings were prima facie engaged in "greenwashing", advertising their products as "Natural, Organic, Sustainable, Pure, and Chemical Free" without having any scientific evidence to support their claims.

Such unsubstantiated marketing claims not only mislead the consumers but also pose potential health risks to unwary users. The notices issued by CCP may set a significant precedent for responsible marketing practices that prioritize environmental integrity and consumer trust.

CCP Approves Acquisition of 20.97% Shareholding of Orient Power Company by Whistler Enterprises
The undertakings in this business strategically omit the material information about the chemical/synthetic ingredients in their products from labels and marketing communications or use misleading terminology, imagery, or labeling practices to hide the presence of inorganic components or chemical additives.

Hence, the consumers are significantly attracted by their environment-friendly assertions like "100% Organic, 100% Natural, 100% Pure, 100% Satisfaction guaranteed, Pakistan's No.1 Skincare Brand, Pakistan's Best Organic and Natural Brand, Pakistan's No.1 Online Organic Brand" and claims of the same kind.

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Marketing claims must be substantiated with valid scientific evidence to prevent the distribution of false or misleading information to consumers. The companies must compete based on safety, innovation, value for money, quality, and effectiveness of their products. The Commission is fully committed to enforcing the law and any company found guilty of deceptive marketing practices will face strict enforcement actions including penalties.

In collaboration with consumers, producers, retailers, and relevant stakeholders, the CCP aims to ensure fair competition to protect the rights of consumers in the beauty products market. Furthermore, the CCP urges consumers to remain vigilant and promptly report to the Commission any instances of deceptive advertising, false claims, or health hazards faced.

<https://propakistani.pk/2024/05/11/12-beauty-product-companies-caught-using-misleading-marketing/>

BUSINESS & FINANCE

CCP Issues Notices to 12 Beauty Product Firms for Deceptive Marketing Practices



By Kazim Raza Rizvi

MAY 12, 2024 #12 Beauty Product, #CCP, #CCP issues, #Deceptive marketing practices, #Firms, #greenwashing, #misleading claims, #Notices

ISLAMABAD: The Competition Commission of Pakistan (CCP) has taken cognizance of deceptive marketing by the beauty products' manufacturers and issued notices to 12 companies regarding their false and misleading claims.

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In collaboration with the consumers, producers, retailers and relevant stakeholders, the CCP aims to ensure fair competition to protect the rights of consumers in the beauty products market. Furthermore, the CCP urges consumers to remain vigilant and promptly report to the Commission any instances of deceptive advertising, false claims or health hazards faced.

<https://customnews.pk/2024/05/12/ccp-issues-notices-to-12-beauty-product-firms-for-deceptive-marketing-practices/>

12-May-2024

Online

Twelve Pakistani beauty product companies served notices over false advertising

Web Desk

10:06 AM | 12 May, 2024

ISLAMABAD – Deceptive advertising by beauty product companies can be damaging, as it can mislead consumers, and now at least a dozen Pakistani companies were served notices over false advertisements.

Reports in local media Competition Commission of Pakistan issued notices to 12 beauty product manufacturers for misleading marketing practices. These companies are accused of greenwashing, falsely claiming their products as Natural, Organic, Sustainable, Pure, and Chemical Free without providing evidence.

The independent quasi-judicial body said such misleading advertising not only deceives people but also potentially endangers their health. CCP's actions could establish a precedent for responsible marketing that prioritizes environmental integrity and consumer trust.

The companies are facing action for allegedly hiding information about chemical ingredients in their products and using misleading terminology or labeling practices.

CCP maintained that these companies attract consumers by claiming to be Pakistan's top Skincare Brand, and deceiving people about chemicals in the products.

Pakistani laws prohibit deceptive marketing practices under Section 10, and the CCP aims to ensure fair competition for consumer protection. The commission emphasizes the importance of accuracy, integrity, reliability, and truthfulness in marketing communications to assist consumers in making informed purchase decisions.

<https://en.dailypakistan.com.pk/12-May-2024/twelve-pakistani-beauty-product-companies-served-notices-over-false-advertising>

12-May-2024

Online



CCP Issues Notices to 12 Beauty Product Firms for Deceptive Marketing Practices

ISLAMABAD (Web News)

The Competition Commission of Pakistan (CCP) has taken cognizance of deceptive marketing by the beauty products' manufacturers and issued notices to 12 companies regarding their false and misleading claims.

CCP's preliminary probe revealed that these Undertakings were *prima facie* engaged in "greenwashing", advertising their products as "Natural, Organic, Sustainable, Pure, and Chemical Free" without having any scientific evidence to support their claims. Such unsubstantiated marketing claims not only mislead the consumers but also pose potential health risks to unwary users. The notices issued by CCP may set a significant precedent for responsible marketing practices that prioritize environmental integrity and consumer trust.

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Marketing claims must be substantiated with valid scientific evidence to prevent the distribution of false or misleading information to consumers. The companies must compete on the basis of safety, innovation, value for money, quality and effectiveness of their products. The Commission is fully committed to enforce the law and any company found guilty of deceptive marketing practices will face strict enforcement actions including penalties.

In collaboration with the consumers, producers, retailers and relevant stakeholders, the CCP aims to ensure fair competition to protect the rights of consumers in the beauty products market. Furthermore, the CCP urges consumers to remain vigilant and promptly report to the Commission any instances of deceptive advertising, false claims or health hazards faced.

<https://www.telecoalert.com/2024/05/12/ccp-issues-notices-to-12-beauty-product-firms-for-deceptive-marketing-practices/>

12-May-2024

Online

12 COSMETIC COMPANIES SERVED NOTICES FOR 'GREENWASHING'

May 11, 2024 by Faizan Ali

PAKISTAN'S COMPETITION WATCHDOG TARGETS COMPANIES OVER FALSE "ORGANIC" MARKETING TACTICS

ISLAMABAD: The Beauty industry is under scrutiny as the Competition Commission of Pakistan (CCP) hands out notices to 12 companies for allegedly misleading consumers with "greenwashing" tactics, branding their offerings as "organic or devoid of chemicals".

A press release from the commission shed light on this issue, pointing to the deceptive promotional strategies employed by these cosmetics manufacturers and the action taken against their dubious claims.

According to the commission's initial investigation, there is sufficient evidence to suggest these businesses are committing "greenwashing" by labeling their products with terms like "natural, organic, sustainable, pure, and chemical free", despite lacking scientific backing for such claims.

The CCP highlights that such unvalidated promotional strategies are not just deceptive but could potentially harm users. By challenging these assertions through notices, the CCP is underscoring the need for ethical marketing practices that align with ecological preservation and consumer confidence.

The release also illuminates that these companies often exclude crucial facts about the chemicals in their beauty products on packaging and promotional content. They seemingly employ ambiguous terms, images, and labelling tactics to conceal synthetic or chemical constituents. As a result, misleading labels such as "100% Organic" and "Pakistan's #1 Skincare Brand" attract consumers who are none the wiser.

The CCP reminds that under Section 10 of the Competition Act, 2010, such misleading marketing is illegal.

With its mandate to promote fair competition for the benefit of consumers, the CCP insists that all marketing communications must be grounded in veracity, integrity, and authenticity to assist consumers in making informed choices.

"Marketing assertions should be backed by solid scientific research to prohibit the spread of misinformation to the public. Competition among companies should focus on the actual safety, innovation, value, and efficiency of their offerings," the statement declared.

The commission reiterated its commitment to uphold the law, vowing to impose severe corrective measures inclusive of fines on any entity found guilty of such deceptive marketing strategies.

In its quest to foster fair competition and safeguard consumer rights in the beauty market, the CCP collaborates with consumers, producers, retailers, and other stakeholders.

Moreover, the CCP encourages consumer diligence and implores the public to report instances of deceptive advertising, false claims, or health complications encountered.

12-May-2024

Online

National

CCP cracks down on deceptive beauty product marketing in Pakistan

By **Hafiz Shaheer Gul Khan** - May 12, 2024

The Competition Commission of Pakistan (CCP) has issued notices to 12 cosmetics companies in the country for engaging in misleading marketing practices.

This move comes as part of CCP's commitment to safeguard consumers from deceptive advertising tactics. As the regulatory authority tasked with ensuring fair competition and consumer protection, CCP's preliminary investigation revealed that these companies were involved in "greenwashing," wherein products are falsely labeled as "natural, organic, sustainable, pure, and chemical-free" without scientific evidence to support such claims.

Not only do these deceptive practices mislead consumers, but they also pose potential health risks. By cracking down on misleading advertising, CCP aims to uphold fair competition in the beauty products industry and safeguard consumer interests. Companies manufacturing beauty products often omit crucial information about chemical or synthetic ingredients, resorting instead to misleading terms, imagery, or labeling methods to conceal the presence of inorganic substances or chemical additives.

Consumers are enticed by claims such as "100% organic," "100% natural," or "Pakistan's No. 1 skincare brand," yet these assertions lack scientific substantiation and may lead to purchases that do not meet expectations or, worse, endanger health.

The Competition Act 2010 prohibits misleading marketing practices, and CCP is committed to enforcing these regulations to ensure fair market competition and consumer protection. As investigations progress, CCP will continue to scrutinize cosmetics manufacturers' marketing practices and take appropriate measures to uphold fair competition standards.

<https://minutemirror.com.pk/ccp-cracks-down-on-deceptive-beauty-product-marketing-in-pakistan-225606/>

Competition Commission approves merger in thermal power sector

Merger is expected to boost efficiency and productivity in the thermal power sector

| SAMAA TV
May 10, 2024



The Competition Commission of Pakistan (CCP) has given its approval for a merger within the thermal power sector, which includes the acquisition of a 20.97% shareholding of Orient Power Company by a private entity.

This significant development comes as Whistler Enterprises Private Limited, a recently established company under Pakistani law, enters the scene.

Whistler Enterprises Private Limited is dedicated to providing products and services in the power generation business, indicating its strategic interest in expanding its presence within the energy sector.

Meanwhile, Orient Power Company Private Limited, an independent power producer, operates a 225 MW power plant in Kasur.

The merger is expected to boost efficiency and productivity in the thermal power sector, promoting competition and innovation. The Competition Commission's approval ensures that the deal meets the regulatory requirements, safeguarding consumer interests and market competition.

<https://www.samaa.tv/2087314518-competition-commission-approves-merger-in-thermal-power-sector>

12-May-2024

Online

12 beauty product manufacturers warned for misleading marketing

The Competition Commission (CCP) on Saturday issued warning notices to 12 beauty product companies for misleading advertising.

ISLAMABAD: The Competition Commission (CCP) on Saturday issued warning notices to 12 beauty product manufacturers for misleading advertising.

The CCP declared the advertising of 12 companies' beauty products deceptive, stating that the claims made in the advertisements were not reflected in the products.

The notice stated that initial investigations revealed that the companies were engaging in "greenwashing".

According to the CCP notice, the companies were advertising their products as natural, organic, sustainable, pure, and chemical-free, but there is no scientific evidence to support their claims.

The CCP notice also stated that such misleading claims could pose potential health risks to consumers.

The notice further read these businesses strategically omit significant information regarding the chemical or synthetic ingredients in their products from labels and marketing materials. They may also employ misleading terminology, imagery, or labelling practices to conceal the presence of inorganic components or chemical additives.

<https://humenglish.com/latest/12-beauty-product-manufacturers-warned-for-misleading-marketing/>



پاکستان میں 12 کا سیمیٹک کمپنیوں کو گرین واشنگ اور گمراہ کن مارکیٹنگ کرنے پر نوٹسز جاری

کمپنیوں کے مصنوعات کے نامیاتی اور ٹیکسٹائل سے پاک ہونے کے
جھوٹے دعوے، مسابقتی کمیشن پاکستان کی صارفین کو ہوشیار رہنے کی
ہدایت

مسابقتی کمیشن پاکستان (سی سی پی) نے جھوٹے کے روز اعلان کیا کہ اس نے 12 کا سیمیٹک کمپنیوں کو "گرین واشنگ" میں
ملوث ہونے اور "گمراہ کن مارکیٹنگ مہم" چلانے پر نوٹسز بھیجے۔ ان کمپنیوں نے اپنی مصنوعات کے نامیاتی اور کسی بھی
ٹیکسٹائل سے پاک ہونے کا جھوٹا دعویٰ کیا تھا۔

سی سی پی ایک ریگولیٹری ایجنسی ہے جس کا بنیادی اختیار اور ذمہ داری مارکیٹ کے تمام فروخت کنندگان کے لیے
مساوی مقابلے کو یقینی بنانا اور صارفین کو مسابقت کے خلاف طرز عمل، استحصالی رویے اور قیمتوں کے تعین سے تحفظ
فراہم کرنا ہے۔

سی سی پی کے بیان میں اس بات پر بھی روشنی ڈالی گئی کہ مسابقتی ایٹ 2010 کا سیشن 10 گمراہ کن مارکیٹنگ کے
طریقوں پر پابندی لگاتا ہے اور تھمیری مواصلت میں "درستگی، دیانتداری، اعتباریت اور سہانی" پر زور دیتا ہے تاکہ
صارفین کو خریداری کے باخبر فیصلے کرنے میں مدد مل سکے۔

سی سی پی نے کہا، "پاکستان کے مسابقتی کمیشن نے حسن افزوی کی مصنوعات کے حیار کنندگان کی جانب سے دعوے کی
پر مبنی مارکیٹنگ کا نوٹس لیا ہے اور 12 کمپنیوں کو ان کے جھوٹے اور گمراہ کن دعووں کے حوالے سے نوٹس جاری کیے
ہیں۔"

مزید بیان میں کہا گیا، "سی سی پی کی ایٹنی تحقیقات سے یہ بات سامنے آئی ہے کہ یہ ادارے اور حیار کنندگان باہمی نظر میں
"گرین واشنگ" میں مصروف تھے جو اپنی مصنوعات کے "سھرتی، نامیاتی، پائیدار، خالص اور ٹیکسٹائل سے پاک" ہونے کی
تھمیر کر رہے تھے جبکہ ان کے دعووں کی حمایت کے لیے کوئی سائنسی ثبوت موجود نہ تھے۔ ایسے غیر مصدقہ تھمیری
دعوے نہ صرف صارفین کو گمراہ کرتے ہیں بلکہ صحت کے لیے ممکنہ خطرات کا باعث بھی بنتے ہیں۔"

بیان میں مزید کہا گیا کہ ادارے کے صدر اداروں کے جاری کردہ نوٹس بالآخر تھمیر کے ذمہ دارانہ طریقوں کا باعث بن سکتے
ہیں جن میں باہمیاتی سالمیت اور صارفین کے اعتماد کو تریج دی جانے۔

بیان میں صارفین سے بھی اپیل کی گئی ہے کہ ہوشیار رہیں اور جھوٹے اشتہاری دعووں کے ساتھ ساتھ ان کے نتیجے میں
ہونے والے صحت کے کسی بھی خطرات کی اطلاع دیں۔

12-May-2024

Online

سی سی پی نے 12 بیوٹی پراڈکٹ کمپنیوں کو دھوکہ دہی پر مبنی تشہیر پر نوٹس جاری کر دئے

15:10 2024 مئی 11

لاہور (اردو پوائنٹ اخبارتازہ ترین - این این آئی - 11 مئی 2024ء) کمپنیشن کمیشن آف پاکستان نے بیوٹی پراڈکٹس کے مینوفیکچررز کی جانب سے دھوکہ دہی پر مبنی تشہیر کا نوٹس لیتے ہوئے 12 کمپنیوں کو ان کے جھوٹے اور گمراہ کن دعوہ جات کے حوالے سے نوٹس جاری کر دیئے۔

ترجمان کے مطابق مذکورہ کاروباری ادارے بادی النظر میں ”گرین واشنگ“ میں مصروف تھے جس میں وہ اپنی مصنوعات کو قدرتی، نامیاتی، پائیدار، خالص اور کیمیکل فری کے طور پر ظاہر کر رہے تھے جب کہ ان کے دعووں کی حمایت کے لیے کوئی سائنسی ثبوت موجود نہیں تھے۔

<https://www.urdupoint.com/daily/livenews/2024-05-11/news-4013374.html>



12-May-2024

Online

12 کمپنیوں کی بیوٹی پراڈکٹس کی گمراہ کن تشہر پر نوٹس جاری



تازہ ترین | قومی خبریں | 11 مئی، 2024

مسابقتی کمیشن (سی سی پی) نے 12 کمپنیوں کی بیوٹی پراڈکٹس کی گمراہ کن تشہر پر نوٹس جاری کر دیے۔

مسابقتی کمیشن نے 12 کمپنیوں کی بیوٹی پراڈکٹس کی تشہر دھوکے بازی قرار دی اور کہا کہ جو بات اشتہار میں بتائی گئی ہے وہ پروڈکٹ میں نظر نہیں آئی۔

نوٹس میں کہا گیا کہ کمپنیوں کی بیوٹی پراڈکٹس میں ابتدائی تحقیقات میں صارفین کو گمراہ کرنے کا انکشاف ہوا، یہ کمپنیاں بادی النظر میں 'گرین واشنگ' میں مصروف تھیں۔

سی سی پی کے نوٹس میں مزید کہا گیا کہ کمپنیاں اپنی مصنوعات کی بطور قدرتی، نامیاتی، پائیدار، خالص اور کیمیکل فری تشہر کر رہی تھیں لیکن ان کے دعووں کی حمایت میں کوئی سائنسی ثبوت نہیں ہے۔

سی سی پی کے نوٹس میں یہ بھی کہا گیا کہ ایسے گمراہ کن دعوے صارفین کے لیے ممکنہ صحت کے خطرات کا باعث بھی بن رہے ہیں۔

<https://jang.com.pk/news/1349197>



12-May-2024

Online

گمراہ کن اور جعلی مارکیٹنگ پر پاکستان کی 12 بیوٹی پروڈکٹس بنانے والی کمپنیوں کو نوٹسز جاری

گرین واشنگ کی تحقیقات میں سی سی پی کے اہم انکشافات

مسابقتی کمیشن آف پاکستان (سی سی پی) نے بیوٹی پروڈکٹس مینوفیکچررز کی جانب سے گمراہ کن مارکیٹنگ پر ملک کی 12 کاسمیٹکس کمپنیوں کو نوٹس جاری کیے گئے ہیں۔

سی سی پی کی جانب سے یہ اقدام صارفین کو دھوکہ دینے والے اشتہاری حربوں سے بچانے کی کوشش میں اٹھایا گیا ہے۔

سی سی پی ایک ریگولیٹری ایجنسی ہے جس کا بنیادی اختیار اور ذمہ داری مارکیٹ کے تمام فروخت کنندگان کے لیے مساوی مقابلے کو یقینی بنانا اور صارفین کو مسابقت کے خلاف طرز عمل، استحصالی رویے اور قیمتوں کے تعین سے تحفظ فراہم کرنا ہے۔

سی سی پی تحقیقات کے ابتدائی نتائج سے پتہ چلتا ہے کہ یہ کمپنیاں ”گرین واشنگ“ میں مصروف تھیں، یہ ایک ایسا عمل ہے جس میں پروڈکٹس کو بغیر کسی سائنسی ثبوت کے ”قدرتی، نامیاتی، پائیدار، خالص اور کیمیکل سے پاک“ بتا کر فروخت کیا جاتا ہے۔

یہ گمراہ کن دعوے نہ صرف صارفین کو دھوکے میں رکھتے ہیں بلکہ ان کے لیے ممکنہ صحت کے خطرات کا باعث بھی بنتے ہیں۔

گمراہ کن اشتہارات پر کریک ڈاؤن سی سی پی کی جانب سے بیوٹی پروڈکٹس کی صنعت میں منصفانہ مسابقت کو برقرار رکھنے اور صارفین کے مفادات کے تحفظ کی کوشش میں کیا گیا ہے۔

تحقیقات کے مطابق، بیوٹی پروڈکٹس بنانے والی کمپنیاں جان بوجھ کر لیبلز اور مارکیٹنگ کمیونیکیشنز سے اپنی مصنوعات میں موجود کیمیائی یا مصنوعی اجزاء کے بارے میں اہم معلومات شائع نہیں کرتیں۔ اس کے بجائے، گمراہ کن اصطلاحات، منظر کشی، یا لیبلنگ کے طریقوں کو استعمال کیا جاتا ہے تاکہ غیر نامیاتی اجزاء یا کیمیائی اضافی اشیاء کی موجودگی کو چھپایا جاسکے۔

صارفین اکثر ان کمپنیوں کے ”100 فیصد آرگینک“، ”100 فیصد قدرتی“، ”100 فیصد خالص“ ہونے جیسے دعووں کے علاوہ ”پاکستان کا نمبر 1 سکن کیئر برانڈ“، نامیاتی اور قدرتی برانڈ“ یا ”پاکستان کا بہترین برانڈ“ جیسے عنوانات کی طرف راغب ہوتے ہیں۔ تاہم، ان دعوؤں کی حمایت کرنے کے لیے سائنسی ثبوت پیش نہیں جاتے اور صارفین کو گمراہ کر کے ایسی مصنوعات کی خریداری پر راضی کیا جاتا ہے، جو ان کی توقعات پر پورا نہیں اترتیں یا صحت کے لیے خطرات بھی لاحق ہو سکتی ہیں۔

مسابقتی ایکٹ 2010 کی دفعہ 10 کے تحت گمراہی کن یا دھوکہ دہی پر مبنی مارکیٹنگ کے طریقوں پر پابندی ہے۔

سی سی پی کو مارکیٹ کی منصفانہ مسابقت کو یقینی بنانے اور صارفین کو گمراہ کن اشتہاری حربوں سے بچانے کی ذمہ داری سونپی گئی ہے۔

جیسے جیسے تحقیقات آگے بڑھتی رہیں گی سی سی پی کاسمیٹکس مینوفیکچررز کے مارکیٹنگ کے طریقوں کی جانچ پڑتال جاری رکھے گا اور منصفانہ مسابقت کے معیارات کی تعمیل کے لیے ضروری کارروائی کرے گا۔

سی سی پی کا مقصد دھوکہ دہی پر مبنی اشتہارات کے لیے کمپنیوں کو جوابدہ ٹھہرا کر بیوٹی پروڈکٹس کی مارکیٹ میں شفافیت، دیانتداری اور صارفین کے اعتماد کو فروغ دینا ہے۔

<https://www.aaj.tv/news/30386050>

12-May-2024

Online

بیوٹی پرائڈ کٹس بنانے والی بارہ کمپنیوں کو دھوکا دہی کا نوٹس

May 12, 2024



ملتان (نیوز رپورٹر) مسابقتی کمیشن نے رنگ گورا کرنے والی کریموں سے دیگر بیوٹی پرائڈ کٹس بنانے والی کمپنیوں کی دھوکہ دہی کا نوٹس لے لیا۔ مسابقتی کمیشن آف پاکستان نے بیوٹی پرائڈ کٹس بنانے والی 12 کمپنیوں کو گمراہ کن تشہیر پر نوٹس جاری کر دیا ہے، کمپنیاں بادی النظر میں گرین واشنگ میں مصروف تھیں، 12 مصنوعات کی قدرتی، نامیاتی، پائیدار، (بقیہ نمبر 22 صفحہ 7 پر)

خالص، کیمیکل فری کے نام سے تشہیر کی جا رہی تھی۔

<https://dailypakistan.com.pk/12-May-2024/1710868>

بیوٹی پراڈکٹس تیار کرنیوالی 12 کمپنیوں کو گمراہ کن اشتہارات پر نوٹس جاری



اشرف منعم

اسلام آباد: مسابقتی کمیشن آف پاکستان نے بیوٹی پراڈکٹس تیار کرنے والی 12 کمپنیوں کو گمراہ کن اشتہارات پر نوٹس جاری کر دیے۔

مسابقتی کمیشن کے مطابق ملک میں بیوٹی پراڈکٹس بنانے والی کمپنیوں کی جانب سے دھوکے پر مبنی تشہیر کا نوٹس لیا گیا، ابتدائی تحقیقات میں 12 کمپنیوں کی جانب سے صارفین کو بیوٹی پراڈکٹس سے گمراہ کرنے کا انکشاف ہوا ہے، یہ کمپنیاں بادی النظر میں "گرین واشنگ" میں مصروف تھیں۔

مسابقتی کمیشن کا کہنا ہے یہ کمپنیاں اپنی مصنوعات کی بطور قدرتی، نامیاتی، پائیدار، خالص اور کیمیکل سے پاک تشہیر کر رہی تھیں، تاہم ان کمپنیوں کے پاس گمراہ کن دعوے کی حمایت میں کوئی سائنسی ثبوت نہیں۔

مسابقتی کمیشن کے مطابق اس طرح کی غیر مصدقہ مارکیٹنگ کے دعوے صارفین کو گمراہ کرتے ہیں، ایسے گمراہ کن دعوے صارفین کے لیے ممکنہ صحت کے خطرات کا باعث بھی بنتے ہیں، کمپنیاں اپنی مصنوعات میں کیمیائی، مصنوعی اجزاء کی مادی معلومات کو لیبلز اور مارکیٹنگ کمیونیکیشنز سے نکال دیتی ہیں، کمپنیشن ایکٹ 2010 کا سیکشن 10 دھوکہ دہی پر مبنی مارکیٹنگ کے طریقوں کی ممانعت کرتا ہے۔

مسابقتی کمیشن آف پاکستان نے صارفین کو بھی ہوشیار رہنے کی تاکید کی ہے۔