



CaseTrust

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Circular to all Accredited Spa and Wellness Businesses

Dear Sir / Madam,

INCORRECT USAGE OF THE CASETRUST LOGO

CaseTrust would like to remind all Spa & Wellness accredited businesses that accreditation for **main and subsequent outlets are separate**, even if the application are under the same trade name/ legal entity with similar business practices. All Spa & Wellness accredited businesses should note that this clause can be seen on the application form and should be adhered to strictly.

Recently, we received feedback from the public claiming that they have been misled by some CaseTrust accredited spas. There were no clear distinctions on the websites of these spas between their accredited and non-accredited outlets.

For example: XYZ Spa has ten outlets, of which only five are accredited, and in XYZ Spa's website the CaseTrust logo was used in a way that there was no distinction between the accredited and non-accredited outlets.

It is of paramount importance to the consumer to know which outlets are accredited because of the benefits and protection such as the 5 days Cooling-Off Period, Spa Protection Scheme, No-Pressure Selling and other good business practices that the accredited outlets offer.

Please be reminded to make the clear distinction on all your marketing materials so that consumers may not be misled.

Regular checks including mystery shopping will be conducted to ensure compliance. Companies found to have breached CaseTrust requirements would be subjected to disciplinary actions which include but are not limited to warnings, suspensions and/or expulsion.

Should you require further clarification, please call the CaseTrust Department at Tel: 6461 1800 or Email: casetrust@case.org.sg .

Thank you.

Yours sincerely,

Lee Lup Poon
Assistant Director, CaseTrust

ct/sa/lip