

# For informed choices on better goods and services

## 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

Displaying copy paper as "100% recycled" even though the actual percentage of recycled pulp used (the recycled content rate) is only around 50%.



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

Presenting household electricity "free-rate plans" as cheaper than regulated-rate plans, even though in reality such plans may not result in lower costs for consumers.



Leading to other types of misunderstanding

Providing products to influencers free of charge and asking them to post recommendations on social media without disclosing that the posts are advertisements (so-called stealth marketing).



### 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 indicate proper labeling.

[Fairness mark examples]



## Household Goods Quality Labeling Act

In our daily lives, we use a wide variety of household goods, including clothing and miscellaneous items.

The Household Goods Quality Labeling Act requires the labeling of items such as composition, handling instructions, and the name of the labeling entity for certain essential household goods, so that consumers can correctly understand their quality. 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 Fiber Composition and Home Laundry/Care Instructions



Labeling of Special Precautions for Synthetic Detergents

