

## Unfair Trading Regulations 2008

Many existing consumer laws including most of the Trade Descriptions Act, have been replaced by the Consumer Protection from Unfair Trading Regulations 2008. The new regulations ban traders in all sectors from engaging in unfair commercial practices against consumers by being misleading through action or omission.

**The Trade Descriptions Act of 1968** makes it an offence for a salon owner to use false or misleading statements, or to knowingly make exaggerated claims about services or products. The Act is enforced by local authorities' Trading Standards Officers. This Act makes it an offence if the trader:

- Applies a false description to any goods.
- Supplies or offers to supply any goods to which a false description is applied.
- Makes certain kinds of false statement about the provision of any services, accommodation or facilities.

The main areas covered by fair trading laws are:

- safety
- pricing
- weights and measures
- descriptions of products and services
- the contract between a buyer and seller
- intellectual property and counterfeiting

### Describing your products and services

Any description of goods that you sell or hire must be **accurate**.

That description could be:

- in writing, for example in an advertisement
- in an illustration, for example on product packaging
- given orally, for example when promoting and selling products and treatments

The description itself covers a range of factors, including:

- quantity and size
- composition of a product
- method, place and date of manufacture

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- fitness for stated purpose
- endorsements by people or organisations

## **Working with Trading Standards**

The Trading Standards service is operated at local government level and enforces the laws and regulations concerning goods and services available in that region.

Trading Standards Officers are responsible for making sure that criminal laws are **enforced** - but the service can also **advise** both consumers and businesses on trading problems.

## **Customer complaints**

It is likely you'll be contacted by the local Trading Standards service if a customer lodges a **complaint** about you concerning:

- misleading descriptions or prices
- inaccurate weights and measures
- consumer credit
- the safety of consumer goods

You should co-operate with any enquiries and provide assistance with the investigation where possible.

<http://www.businesslink.gov.uk/bdotg/action/erclanding>