

JFTC renders cease and desist order to K.K. Fuji Art Group about misleading representations on "lucky wallet "

5 December 2003
Japan Fair Trade Commission

Following an investigation into K.K. Fuji Art Group, the JFTC today issued a cease and desist order to the company finding infringement of Section 4 (1) (misleading representation on quality) of the Premiums and Representations Act.

(3) The company
K.K. Fuji Art Group Shinjuku-ku, Tokyo

2. Outline of cease and desist order

(1) Outline of violation

The company, from 13 May to 30 June 2003, made the following misleading representations in advertisements inserted in newspapers in selling "Feng Shui Lucky Wallet " to consumers:

i) The company pretended as if users actually had money luck by displaying the photograph and experiences of "users ".

Fact:

Most of the experiences were written fictionally by the company itself.
The photographs were of models employed by the company.

ii) The company pretended as if a survey result existed which showed that most of the wallet users felt increase in the money luck.

Fact:

No survey was conducted of the money luck effect on purchasers.

iii) The company pretended as if a famous Chinese scientist had carried out an experiment on the wallet.

Fact:

No experiment was done by a famous Chinese scientist.

(3) Outline of elimination measures

i) The company shall announce that it has made representations which mislead consumers.

ii) The company shall not make misleading representations in the future.