

The JFTC issued cease and desist order to Felissimo Corporation
(Tentative Translation)

March 22, 2007
Japan Fair Trade Commission

The Japan Fair Trade Commission investigated representations about bags and other products sold by Felissimo Corporation and found a fact breaching the provision of Article 4, Section 1, Paragraph 1 (Misleading statement about quality) under the Act against Unjustifiable Premiums and Misleading Representations. It issued a cease and desist order today to Felissimo Corporation in accordance with the provision of Article 6, Section 1 under the Act (Refer to the Cease and Desist Order attached).

1 Outline of the party concerned

Entrepreneur	Address	Representative
Felissimo Corporation	59, Naniwamachi, Chuo-ku, Kobe	Kazuhiko Yazaki, Representative Director

2 Outline of the cease and desist order

(1) Outline of the breach

Felissimo Corporation made the following representations in the advertisements in the mail-order shopping catalogues as listed in the attached table.

Representations	In addition to the description, “Felissimo Eco-Aesthetic (FEA) information: We stopped using chlorine-based resin to improve safety. Polyvinyl chloride or other chlorine-based resins may possibly generate toxic substances such as dioxin when burnt as waste. Further, additives such as plasticizer contained in the materials are suspected of having such effects as environmental hormones (endocrine disruptors). Considering the safety of its products, we at Felissimo are promoting substitution of chlorine-based resin materials such as polyvinyl chloride,” further descriptions for five products are listed below in the attached table. For example, as shown in the table, the description about bag sets is: “FEA product: For safety, we do not use any chlorine-based resin for waterproof coating bags and pouches”. With this description, the company has represented these five products as if they did not use any chlorine-based resin for their coating or materials taking the environment and safety into consideration.
Fact	Some of the coatings and materials of the above five products use chlorine-based resin.

(2) Outline of the cease and desist measures

- a. Felissimo should publicly announce that the above representations mislead consumers in general, giving them the impression that its products are much safer than they actually are.
- b. Felissimo should take measures to prevent recurrence and have these measures thoroughly informed to its officers and employees.
- c. Felissimo should not make similar representations in the future.

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Attached Table

Product	Catalogue Title	Distribution Date	Distributed Quantity (copies)	Representations
Bag sets called “Kaze-ni sasowarete odekake; Haru-Natsu kibun wo gutto moriageru bag” (Bags for spring and summer)	Kraso High Sense Ehon vol.54	February 15, 2005	1,301,848	FEA product: For safety, we do not use any chlorine-based resin for water-proof coating bags or pouches.
Bags called “Nimotsu-ni awasete okisa jiyujizai! 3-way bags” (3-way bags with adjustable sizes)	iedit vol.02	August 15, 2005	1,210,978	FEA product: For safety, we do not use any chlorine-based resin for synthetic leather
	iedit 2006 Spring / Summer issue	February 15, 2006	1,253,622	Same as above

	iedit 2006-2007 Autumn / Winter issue	August 15, 2006	1,249,879	Same as above
Plates called “Miffy Circle – Kawaiiku oshirase drive plate” (Plates with Miffy characters for drive)	Kraso 2006 Spring / Summer issue	February 15, 2006	1,323,955	FEA product: For safety, we do not use any chlorine-based resin for suction cups.
	Kraso 2006-2007 Autumn / Winter issue	August 15, 2006	1,347,098	Same as above
Sandals called “Shikkari Hold – Arukiyasui Wedge Sandals” (Stable and easy wedge sandals)	iedit 2006 Spring / Summer issue	February 15, 2006	1,253,622	FEA product: For safety, we do not use any chlorine-based resin for synthetic leather.
Cover called “A PLANEE kitchen wo kawaiiku irodoru wrap case cover” (Cute plastic-wrap case cover for kitchen)	Kraso 2006-2007 Autumn / Winter issue	August 15, 2006	1,347,098	FEA product: For safety, we do not use any chlorine-based resin for inner coating.