

FALSE AND MISLEADING CLAIMS BY PUREXYGEN PTE. LTD.

CCCS's investigation revealed that Purexygen:

Made **false claims** that its water filters were tested by testing bodies in the sales kit used by its salespersons in their sales pitches to consumers.



Made **misleading claims** on the health benefits of alkaline or filtered water on Purexygen's website, Facebook and Instagram pages including claims that alkaline or filtered water can help prevent health conditions such as osteoporosis, acid reflux, blood pressure conditions and diabetes.

Misrepresented that its water faucet and water dispenser were free for a limited time in listings on Carousell, when the price benefit or advantage did not exist as the water faucet and water dispenser are provided to all Purexygen customers free of charge at all times.



Misrepresented to consumers in the **terms and conditions of service agreements** that sums paid for the activation fee and maintenance service package under direct sales contracts were non-refundable, and omitted to inform consumers that they have a right to cancel direct sales contracts under the Consumer Protection (Fair Trading) (Cancellation of Contracts) Regulations 2009 and any sums paid under the cancelled contracts would have to be repaid to the consumers.

Misled a consumer by giving false excuses on its persistent delay in providing the consumer's purchased water filters.



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Suppliers in the water filtration system industry are reminded to review their marketing materials to ensure that any claims made to consumers are clear, accurate and substantiated. Suppliers should also review their business practices from time to time to ensure that such practices do not amount to unfair practices. Under the CPFTA, CCCS can seek court orders against errant suppliers who persist in unfair practices. - CCCS's Chief Executive, Ms Sia Aik Kor.

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