

Australian Consumers Warned to Avoid Fake Perfumes, Cosmetics and Household Products

The Australian cosmetics, fragrance and consumer product industry places the highest regard on the quality, safety and environmental performance of its products.

Australian consumers are in the lucky position of having a superb choice of quality products catering for all tastes and budgets. Just walk into your nearest department store, supermarket, pharmacy or beauty salon and you'll encounter a great range of quality products.

Given this choice, it makes no sense to consider purchasing products that you know, or suspect, are fakes. If the price looks too good to be true, then the product is most likely a fake, especially if it's being offered at a market fair, two-dollar shop or via the internet. And especially if the packaging looks dodgy or tampered with.

Fakes are certainly not the bargain they appear at first glance. Their very low price compared to the real thing is a clear sign of an inferior product.

You also need to consider what you would do if you experience a problem with a fake product. For example, what happens if you develop a skin reaction or allergy after using it? You can be pretty certain no one will want to take responsibility if something goes wrong.

Compare this with buying the real thing from a quality retailer. You get the peace of mind of knowing you have bought a quality product that has the full backing of its manufacturer. And you get the full protection of Australia's strong consumer rights laws and product safety regulations.

Fakes also come with a large hidden price tag, in terms of the possible social and environmental costs associated with their production and distribution.

Selling counterfeit products is a crime. However, it often carries much lower penalties than many other criminal activities, such as manufacturing and supplying drugs. For this reason, crime syndicates around the world are reported to be moving into fake product supply as a relatively low-risk way of funding their other criminal activities.

Consumers should also consider the conditions under which fake products are made and the impacts on workers and the environment. For example, international crime prevention agencies have documented cases of the use of child slave labour in some fake product production centres in developing nations. For more information about the criminal implications of counterfeits and how to spot a fake product the Australian Federal Police recently published the following website:

http://www.afp.gov.au/national/ip-crime/frequently_asked_questions.html

The Australian cosmetics, fragrance and consumer product industry is committed to quality, safety and choice for all Australian consumers.

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