



Advertising Standards Authority of Singapore (ASAS)  
Hotline: 6461 1888

# Responsible Advertising for the Beauty & Wellness Industry

27 September 2010, 1 - 4pm, Hotel Royal  
Royal Room, Level 15  
36 Newton Road  
Singapore 307964

---

## **Seminar Programme**

1. Opening Address
  - *Dr Tan Sze Wee, ASAS Chairman & ASAS Council Representative for Singapore Medical Association (SMA)*
  
2. The Singapore Code of Advertising Practice and the Beauty and Wellness industry
  - *Dr Tan Sze Wee, ASAS Chairman & ASAS Council Representative for Singapore Medical Association (SMA)*
  
3. The Consumer Protection (Fair Trading) Act and Advertising
  - *Mr John Ng, ASAS Vice Chairman*
  
4. Tea Reception and Networking
  
5. Regulatory Control of Advertising for Health Products and Cosmetics in Singapore
  - *Ms Lee Puey Ngee, Acting Director, Complementary Health Products Branch, Health Sciences Authority*
  
6. Question and Answer session



Advertising Standards Authority of Singapore (ASAS)  
Hotline: 6461 1888

### **Fees**

- S\$50 per person for companies who are
  - Association of Accredited Advertising Agents (4As) members
  - Association of Media Owners (Singapore) (AMOS) members
  - Singapore Advertisers Association (SAA) members
  - Direct Marketing Association of Singapore (DMAS) members
  - CASE corresponding members
  - CASE institutional members
  - CaseTrust-accredited companies
- S\$100 per person for non-member companies

### **Registration Process**

1. **To register, please complete the attached registration form and fax or email it to us by 3 September 2010.**
  - Fax: 6467-9055
  - Email: [asas@case.org.sg](mailto:asas@case.org.sg)
2. **Please mail a crossed cheque (made payable to: CASE) to our office. Cheques should reach us by 3 September 2010.**

Mail to: Advertising Standards Authority of Singapore  
170 Ghim Moh Road  
#05-01 Ulu Pandan Community Building  
Singapore 279621

**\*\* Indicate your company's name, number of participants attending on the back of the cheque, and state: ASAS seminar \*\***

---



Advertising Standards Authority of Singapore (ASAS)  
Hotline: 6461 1888

**Registration Form – ASAS Seminar 2010**

Company name: \_\_\_\_\_

Member: (please tick if applicable)

- 4As     AMOS     SAA     DMAS     CASE corresponding member  
 CASE institutional member     CaseTrust-accredited company

Contact person: \_\_\_\_\_

Contact number: \_\_\_\_\_

Participant Names:

- |          |          |
|----------|----------|
| 1. _____ | 5. _____ |
| 2. _____ | 6. _____ |
| 3. _____ | 7. _____ |
| 4. _____ | 8. _____ |

Cheque Number: \_\_\_\_\_

Cheque Amount: \_\_\_\_\_