



# CONSUMERS ASSOCIATION OF SINGAPORE

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## MEDIA RELEASE

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**For Immediate Release**

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### **CASE and NAILS collaborate to add 50 CaseTrust-accredited beauty and nail salons**

Consumers will soon have more CaseTrust-accredited beauty and nail salons to choose from, while small beauty and nail salons committed to fair trading and consumer-friendly policies can soon distinguish themselves with the CaseTrust mark.

This comes after the Consumers Association of Singapore (“CASE”) announced today a collaboration with the Nationwide Association for International Licenses and Skills (Beauty Wellness Singapore) (“NAILS”) to add 50 CaseTrust-accredited beauty and nail salons to the beauty industry. This collaboration would jointly enhance standards, promote consumer confidence and address common consumer pain points in the beauty industry.

CASE and NAILS formalised the collaboration with the signing of a Memorandum of Understanding (“MOU”). The MOU was signed by Mr Melvin Yong, President, CASE and Ms Rachel Tang, Chairman, NAILS.

#### **Complaints Received**

The beauty industry has consistently accounted for high number of complaints received by CASE in recent years, with 1,434 complaints in 2021, 1,441 complaints in 2022 and 1,166 complaints in 2023. Common complaints relate to misleading and false claims, pressure sales tactics and unsatisfactory service.

#### **Scope of Collaboration**

Under the collaboration, NAILS commits to onboard 50 member businesses to undergo CaseTrust accreditation. Businesses that undergo CaseTrust accreditation would be assessed to have put in place consumer-friendly policies, such as clear fee and refund policies, transparent pricing and marketing, a cooling-off period to allow consumers to seek full refund of payment if they do not wish to proceed with their packages, and well-trained personnel to provide good customer service.

These 50 beauty and nail salons will obtain accreditation under the new CaseTrust Bronze tier, which is customised for small- and medium-sized enterprises to help them attain CaseTrust accreditation.

This collaboration will increase the number of CaseTrust-accredited businesses in the beauty industry by supplementing the existing CaseTrust Accreditation Scheme for Spa and Wellness Businesses and is part of CASE's efforts to reduce complaints in the beauty industry.

CASE and NAILS will also work together to incorporate industry best practices into the NAILS Skills Framework for Beauty Wellness Services to train and license beauty service professionals.

In the event of unresolved contractual disputes between NAILS member businesses and customers, parties can choose to mediate their disputes at CASE Mediation Centre, which has a 75% resolution rate.

### **Conclusion**

Mr Melvin Yong, President, CASE said: "CASE is happy to partner NAILS to promote CaseTrust accreditation to its members. The beauty industry has consistently ranked high in consumer complaints over the years. Through this collaboration, we hope to better address consumers' pain points and hopefully, reduce the number of consumer complaints. Accreditation will help NAILS members differentiate themselves from the varied beauty and nail salons currently in the market and allow consumers greater assurance when patronising the accredited beauty and nail salons."

Ms Rachel Tang, Chairman, NAILS said: "NAILS is truly honoured to join hands with CASE in our shared mission to elevate the beauty services sector. As a non-profit organisation, NAILS deeply values the support and collaboration of our stakeholders. We will work with the various stakeholders in the industry to achieve remarkable growth and advancement in our sector."

Melvin Yong  
President  
Consumers Association of Singapore

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### **For media queries, please contact:**

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### **About the Consumers Association of Singapore:**

The Consumers Association of Singapore ("CASE") is an independent, non-profit organisation that is committed to protecting consumers' interest through information and education and promoting an environment of fair and ethical trade practices. One of its key achievements is in advocating for the Consumer Protection (Fair Trading) Act ("CPFTA") which came into effect on 1 March 2004.

**About CaseTrust:**

CaseTrust was launched by CASE in 1999 to promote fair and ethical trading among businesses so that consumers can shop with confidence. Today, more than 1,200 storefronts are accredited under different schemes catered to the needs of each industry.

For more information, please visit <https://www.case.org.sg/casetrust/>.

## Annex A



*Mr Melvin Yong, President, CASE and Ms Rachel Tang, Chairman, NAILS at the MOU signing ceremony between CASE and NAILS.*



*Mr Melvin Yong, President, CASE and Ms Rachel Tang, Chairman, NAILS observing a manicure treatment at The Pink Room International Nail Academy, a NAILS Authorised Training Provider ("NATP") partner.*