



## CONSUMERS ASSOCIATION OF SINGAPORE

170 Ghim Moh Road, #05-01, Ulu Pandan Community Building, Singapore 279621  
Hotline: 6277 5100 • Website: [www.case.org.sg](http://www.case.org.sg)

### MEDIA RELEASE

**For Immediate Release**

**15 October 2025**

#### **CASE alerts consumers to complaints received against DNA Brands Co Pte Ltd**

The Consumers Association of Singapore (“CASE”) is alerting consumers to complaints received against DNA Brands Co Pte Ltd (“DNA Brands Co”), a company that operates beauty salons under the Beautique brand and retail stores under The Mineral Boutique brand, among others.

From 1 August 2024 to 14 October 2025, CASE received 53 consumer complaints against DNA Brands Co, with 25 lodged in the last five months of 2024 and 28 in 2025. In general, consumers complained that they were misled or pressured by sales assistants into purchasing excessive beauty packages or products. The total monetary value involved in the complaints amounted to more than \$980,000.

In half of the complaints, the amounts spent on beauty products or packages exceeded \$10,000. In one complaint, the consumer was charged at least \$370,000 for products and packages. At least forty per cent of the complainants were senior citizens aged 60 and above.

Complaints received against the Beautique brand pertain to their outlets in Ang Mo Kio, Orchard Plaza, The Centrepoint and Toa Payoh. Complaints received against The Mineral Boutique brand pertain to their outlets in NEX, Jewel and Wheelock Place. The full addresses of these outlets can be found in **Annex A**.

Following complaints received against DNA Brands Co, CASE engaged DNA Brands Co to sign a Voluntary Compliance Agreement (“VCA”) to agree in writing to cease its unfair practices and to compensate affected consumers. DNA Brands Co declined to sign the VCA and CASE has referred the matter to the Competition and Consumer Commission of Singapore (“CCS”) for investigation under the Consumer Protection (Fair Trading) Act 2003 (“CPFTA”).

DNA Brands Co has been placed on CASE’s Company Alert List<sup>1</sup>.

Consumers who have disputes with DNA Brands Co may approach CASE for assistance (hotline: 6277 5100; website: [www.case.org.sg](http://www.case.org.sg)).

---

<sup>1</sup> CASE’s Company Alert List is a non-exhaustive list of companies against which CASE has received consumer complaints. CASE urges consumers to check the list before deciding which businesses to patronise.

### **Consumer Protection (Fair Trading) Act 2003**

Under the CPFTA, it is an unfair practice for a business to make misleading or false claims. It is also an unfair practice for a business to take advantage of a consumer who is unable to protect himself, or to exert undue pressure or influence on a consumer.

Consumers who encounter such unfair practices have the right to seek recourse under the CPFTA.

### **Advice for Consumers**

- Consumers are strongly advised to exercise caution when approached with high-pressure sales tactics, especially for big-ticket items such as beauty and wellness packages. Take time to consider the offer carefully, compare prices with other retailers, and seek a second opinion where possible.
- Before committing to buying a package, consumers can also ask for clear written information on the products and services being offered, including their purpose, pricing, and duration of validity. Always request for and keep receipts and documentation of transactions.
- Consumers are advised to patronise CaseTrust-accredited beauty, spa and wellness businesses. Such businesses offer a five-day cooling-off period, during which consumers may obtain a refund for unutilised services if they choose not to proceed with their packages. CaseTrust-accredited businesses are committed to ensuring a stress-free treatment environment, with a strict “no selling” policy during treatment.

### **Conclusion**

Mr Melvin Yong, President, CASE, said, “In recent months, CASE has received numerous complaints against DNA Brands Co. CASE invited the company to sign a Voluntary Compliance Agreement to stop the unfair trade practices, but it declined. CASE has referred the matter to the Competition and Consumer Commission of Singapore for investigation under the Consumer Protection (Fair Trading) Act. Unfair practices remain a persistent problem in the beauty industry. We encourage consumers to patronise CaseTrust-accredited beauty, spa, and wellness businesses, which offer a five-day cooling-off period for added protection. At the same time, we continue to call on the Government to introduce a mandatory cooling-off period for prepaid beauty packages, so that consumers have recourse when faced with unfair practices.”

Melvin Yong  
President  
Consumers Association of Singapore

---

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

Xue Jia Min  
Executive, Partnerships & Advertising Standards Division  
Email: [jjaminxue@case.org.sg](mailto:jjaminxue@case.org.sg)  
Tel: +65 8975 1080

**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”) 2003 which came into effect on 1 March 2004.

For more information, please visit the CASE website at [www.case.org.sg](http://www.case.org.sg) or follow us on:

Facebook: [www.facebook.com/casesg](https://www.facebook.com/casesg)

Twitter: [www.twitter.com/casesg](https://www.twitter.com/casesg)

## **Annex A**

Complaints received by CASE against DNA Brands Co pertain to the following outlets:

### **Beautique**

- 176 Orchard Road, #02-02/02A/03 The Centrepoint, Singapore 238844
- 150 Orchard Road, #01-52 Orchard Plaza, Singapore 238841
- 520 Lorong 6 Toa Payoh, #01-64 HDB Hub, Singapore 310520
- 702 Ang Mo Kio Ave 8, #01-2507, Singapore 560702

### **The Mineral Boutique**

- 23 Serangoon Central, #01-70 NEX, Singapore 556083
- 78 Airport Boulevard, #B1-205/206 Jewel Changi Airport, Singapore 819666
- 501 Orchard Road, #B2-04 Wheelock Place, Singapore 238880