The Advertiser Mr. Chang

1762nd Commissioners' Meeting (2025)

Case: Mr. Chang violated the Fair Trade Act by making false or misleading representations regarding a slimming bodysuit sold on the "Shopee" shopping website
Keyword(s): Fat burning; slimming bodysuit; false or misleading advertising
Reference: Fair Trade Commission Decision of July 30, 2025 (the 1762nd Commissioners' Meeting); Disposition Kung Ch'u Tzu No. 114075
Industry: Intermediation Service Activities for Retail Sale (4870)
Relevant Law(s): Article 21 of the Fair Trade Act

Summary

1. Mr. Chang operated the "Boutique Beauty Tools – In Stock" store on the "Shopee" shopping website and sold a product claiming a "Slimming, Tummy and Waist Control, Fat-Burning, Shaping Bodysuit" (hereinafter referred to as the "product at issue"). The advertisement contained claims such as "fat-burning and slimming" and "fat-burning for a slimmer abdomen" (hereinafter referred to as the "advertisement at issue"), but did not provide any supporting medical theories or clinical trial reports. The advertisement was therefore suspected of containing false or misleading representations.

2. Findings of the FTC after investigation:
   Mr. Chang operated and managed the "Boutique Beauty Tools – In Stock" store on the "Shopee" shopping website. He searched online for advertisements posted by other sellers offering the same product, copied and scraped content from those advertisements, and then uploaded it to the "Shopee" shopping website as the advertisement for the product at issue. The advertisement claimed "fat-burning and slimming" and "fat-burning for a slimmer abdomen," but Mr. Chang had no relevant medical evidences, experimental data, or other supporting materials for those claims.

3. Grounds for the disposition:
   (1) The FTC found that all content on the advertisement page at issue had

been copied, scraped, uploaded, and published by Mr. Chang himself. Mr. Chang was also solely responsible for the supply and sale of the product at issue. The FTC therefore determined that Mr. Chang was the advertiser.

(2) The advertisement at issue contained claims such as “fat-burning and slimming” and “fat-burning for a slimmer abdomen.” The overall impression conveyed by these claims was that wearing the product at issue would have fat-burning and slimming effects. However, the FTC found that Mr. Chang had obtained the advertisement by searching online for advertisements posted by other sellers offering the same product, copying and scraping content from those advertisements, and uploading the content himself to the “Shopee” shopping website. Mr. Chang was unable to provide relevant medical or scientific theories, experimental data, or other supporting materials to substantiate the claims. The FTC therefore determined that the claims constituted false or misleading representations with respect to the quality of the product, in violation of Article 21, Paragraph 1 of the Fair Trade Act.

(3) After assessing the motive and purpose behind Mr. Chang’s unlawful conduct, the inappropriate profit expected, the level of harm to trading order, the duration of the act, the profit obtained, as well as the business scale, management condition and market status of the offenders, past violations, the corrections made, and cooperativeness throughout the investigation, the FTC cited the first section of Article 42 of the Fair Trade Act, and imposed an administrative fine of NT$50,000 on Mr. Chang.

Summarized by: Chen, Ming-Kai; Supervised by: Tsao, Hui-Wen □