Momo.com Inc. and Creata Corporation

1782nd Commissioners' Meeting (2025)

Case: Momo.com Inc. and Creata Corporation violated the Fair Trade Act by making a false or misleading representation regarding the "3M DWS6000-ST Smart Dual-Effect Water Purification System – Replacement Filter Set (P-165BN/DWS6000-C-CN)" sold on the "momo" shopping website

Keyword(s): Place of manufacture; false or misleading advertising

Reference: Fair Trade Commission Decision of December 17, 2025 (the 1782nd Commissioners' Meeting); Disposition Kung Ch'u Tzu No. 114108

Industry: Intermediation Service Activities for Retail Sale (4870)

Relevant Law(s): Article 21 of the Fair Trade Act

Summary

1. Momo.com Inc. (hereinafter referred to as "Momo") and Creata Corporation (hereinafter referred to as "Creata") sold the "3M DWS6000-ST Smart Dual-Effect Water Purification System – Replacement Filter Set (P-165BN/DWS6000-C-CN)" (hereinafter referred to as the "product at issue") on the "momo" shopping website. The advertisement stated that the second-stage filter (DWS6000-C-CN) had a "Place of Manufacture: USA." However, the product actually received by a consumer was manufactured in China. The advertisement was therefore suspected of being false or misleading.

2. Findings of the FTC after investigation:
   The product at issue was supplied by Creata and sold on the "momo" shopping website operated by Momo. The advertisement at issue was prepared by Creata and posted on the shopping website. The advertisement had been posted since January 25, 2021. The place of manufacture of the filter for the product at issue was changed to China since May 2024. The original manufacturer, 3M, did not inform Creata of the change before the place of manufacture was adjusted. After confirming the production batches of the existing products and the packaging of its inventory, Creata corrected the advertisement for the

product at issue on July 2, 2024.

3. Grounds for the disposition:

(1) From May 1 to July 2, 2024, Momo and Creata sold the product at issue on the "momo" shopping website with an advertisement stating "Place of manufacture: USA." The overall content of the advertisement gave the the public the impression that the product at issue was manufactured in the United States. However, the place of origin of the product at issue had been changed to China since May 2024. The FTC therefore determined that the claim in the advertising was inconsistent with the facts and was sufficient to cause the general public to form an incorrect understanding of the place of manufacture of the product at issue, in violation of Article 21, Paragraph 1 of the Fair Trade Act.

(2) After assessing the motive and purpose behind Momo's and Creata'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$100,000 on each company.

Appendix:
Momo.com Inc.'s Uniform Invoice Number: 27365925
Creata Corporation's Uniform Invoice Number: 12979827

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