

How to Spot Fakes



www.kent.gov.uk/tradingstandards



What are fakes?

Fakes (or counterfeits) are when somebody copies something that is genuine and then sells it. These copies are called 'fakes'. It is illegal to sell fakes.

Some of the most common fakes are of designer clothes, DVDs, watches, perfume, cosmetics and alcohol, but even car parts and toothpaste are being faked!

There are lots of fake products for sale at Christmas as fakes are hard to tell from the real thing.

Here are some tips to help you spot when something is a fake.

Look at how much it costs - is it too good to be true? If it is then it probably is not the real thing.

Where it is for sale - Try to buy things from supermarkets and well known shops as these places are far less likely to sell fakes. Cheap things for sale in the street, in a temporary shop, on a false website, in a market or at a boot fair could be fakes.

And how it is wrapped - If it does not look right or is not very well wrapped with proper names it might be fake.

Remember - Fakes are not made very well. They are not checked for safety and can be dangerous.



Toys

What to look out for:

If you are buying toys check to see if it has these safety marks on them. By law the packaging must have the CE mark and manufacturer's or importer's details.

Check the package is sealed and buy from well-known shops.





Alcohol

What to look out for:

How clean is the bottle and label? Check for spelling and mistakes on the labels, look carefully at logos and check they look right.

Make sure it is sealed properly. Look carefully for any sign that the bottle may have been opened before (e.g. holes in the lid).

Be careful of brands you have not seen before. Always buy from a well-known shop.



Perfumes

What to look out for:

Do not buy products that do not have very good packaging, or spelling mistakes on them.

Genuine fragrances are expensive to make and they are normally sold in well-known shops.

Do not trust the man on the street selling something very cheap. Never buy without looking at it first, and always buy from a well-known shop.



GHDs - Hair stylers

What to look out for:

Check the company's websites contact details. If they do not have a UK telephone number or customer service number and mailing address, they could be a fake website.

Check if the styler is going to come from the Far East e.g. China or Hong Kong or if the time for delivery is more than 2 or 3 days, it is likely to be a fake.

Authorised UK GHD retailers such as GHD-UK, always offer next working day delivery.

If you have bought some GHDs you can go their official website and type in your unique serial number found on your stylers and it will show you if they are genuine or fake.