



Australian  
Competition &  
Consumer  
Commission

# PUBLIC WARNING NOTICE

Issued under section 223 of the Australian Consumer Law in relation to

## Lux International Sales ApS

The Australian Competition and Consumer Commission (ACCC) is issuing this Public Warning Notice to warn consumers about the alleged conduct of Lux International Sales ApS (LuxStyle) - Danish company registration DK 34904472.

The ACCC has received complaints about LuxStyle from consumers around Australia in the past 12 months, including 127 complaints since January 2017. The consumers have complained that they followed a link in social media advertisements to a LuxStyle website where cosmetics were displayed without prices. In order to view the prices of these products, consumers were required to select a product and then provide their email and postal address. Consumers who have complained to the ACCC did not proceed to order or purchase the goods and simply closed down the website window after viewing the price of the product. These consumers allege that LuxStyle then:

- a) posted out the product to them;
- b) sent an invoice with the product, for payment of the price listed on the website;
- c) continued to make demands for payment to consumers who refused to pay the invoice; and
- d) threatened to refer the matter to debt collection agencies (and in some cases actually referred the matter to Australian debt collection agencies) if the consumer did not pay the invoice.

The Australian Consumer Law (ACL) prohibits businesses from asserting a right to payment for goods that the consumer did not agree to buy, otherwise known as unsolicited goods.

The ACCC is warning the public about this alleged conduct by LuxStyle by issuing this notice under section 223 of the ACL because the ACCC:

- a) has reasonable grounds to suspect that LuxStyle's conduct may constitute a contravention of section 40 of the ACL, by asserting a right to payment for unsolicited goods;
- b) is satisfied that one or more persons has suffered, or is likely to suffer, detriment as a result of the conduct, by paying amounts to LuxStyle when they have no liability to do so; and
- c) is satisfied that it is in the public interest to issue this Public Warning Notice.

Rodney Graham Sims  
Chairman

Sign:

Date: