



Office for Product  
Safety & Standards



# Summer fun don't fake it

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buy it, doesn't mean it is safe.**

## Summer fun – don't fake it

Getting ready for some fun in the sun? Many of us will be buying new items to take us through the summer months, such as sunglasses, new makeup, sun tan lotions, and even a new phone charger to take on holidays.

But how do you know you're getting the real deal? Buying a bargain is always tempting, but if it seems too good to be true, it probably is.

Fake goods may seem a cheap alternative but many are harmful and could cause injury, sometimes severe. Fake designer sunglasses may not contain UV protection and can do more harm than wearing no sunglasses at all.

Counterfeit sun cream may offer low or no protection from the sun's rays, and bargain electrical goods, such as phone chargers may not be manufactured to high standards, and can overheat, catch fire or electrocute.

Some fake makeup can contain items you'd never want to put near your skin, such as mercury, or even rat droppings, and can cause nasty reactions.



## Top tips to safe savvy shopping

### Compare the price

If it is a fraction of the price, then it is likely to be fake.



### Check the address on the product

If there is no address or just a PO box number, it could mean it is counterfeit



### Examine the product

Is the label and logo correct? Genuine products have standardised logos, fonts, and colours. Spelling mistakes and grammatical errors can indicate fakes also.



Electrical goods that are fake may be missing parts, or not have safety certification on the label and product. Check for product registration cards and the manual.



Check model numbers on the manufacturer's website. Fake goods often have model numbers not listed on genuine manufacturer's websites.



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