

More Accountability Needed in Influencer Marketing

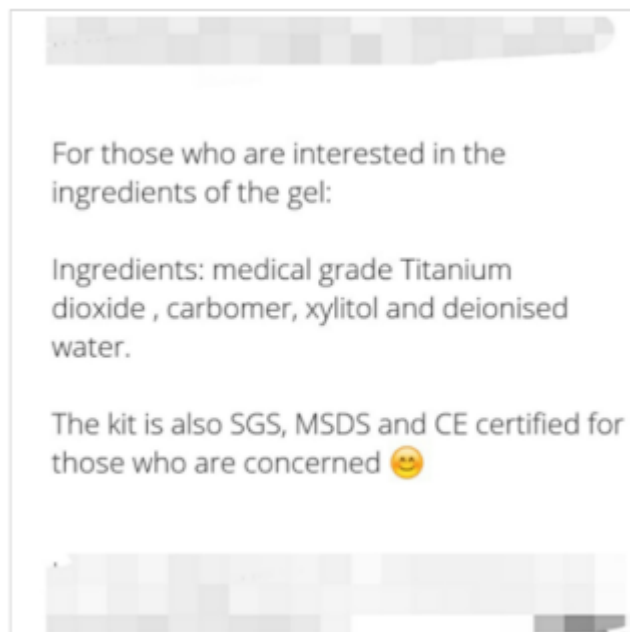
Description

The Beautiful Teeth Whitening Kit, which was popularised by various social media influencers and sold like hotcakes earlier in the year, [has now been confirmed to be potentially harmful by the Health Sciences Authority \(HSA\), who has now banned sales of it to the direct public.](#)

Social media was littered with popular influencers promoting the kit to their followers, with plenty of before-after photos that looked rather promising. Curious to know how they managed to amass so many photos? Well, they made buyers take photo to serve as a “1 month guarantee” for any faulty parts, that's how.

[On 20 July](#), I decided I had enough of the irresponsible marketing and promotional antics surrounding the much-hyped kit, and decided to verify whether it really was as good as many influencers were claiming.

I warned about how the kit was not approved by HSA (contrary to what the distributors were claiming), was potentially damaging to your teeth and health if accidentally swallowed. The so-called certifications they claimed were also questionable (I verified that it wasn't true).



Screenshot from an influencer who was promoting the kit.

I also pointed out how it looked suspiciously like a MLM pyramid scheme (see also: [How to spot a MLM scheme](#)) and that what many of the distributors / influencers were telling people to be careful of fakes because only the \$70 version was the “official, authorized” kit. But elsewhere, someone who got recruited revealed that her commission was \$50 (while a reader of mine pointed out that the kit was available on Taobao for just \$20. You do the math.) To recruit folks into selling for them, some of the original distributors were

1. Family

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