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Consumer Council of Fiji



www.consumersfiji.org



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PRESS RELEASE

Council Issues Advisory on Health Influencers and Wellness Products

Influencers in Fiji are increasingly promoting wellness products, diets, and supplements to large audiences through social media platforms such as TikTok, Instagram and Facebook. While this trend has encouraged many consumers to show greater interest in healthy living, it also raises concerns about the accuracy of information being shared and the potential risks of unverified claims.

The Consumer Council of Fiji has noted that some influencers are aggressively creating urgency around products such as dietary supplements, often promising quick fixes for issues such as weight loss or improved health within weeks or months. In some cases, these promotions are linked to multi-level marketing schemes, which rely on aggressive sales tactics and recruitment models that closely resemble pyramid-style systems.

Council CEO, Seema Shandil, cautions consumers to exercise vigilance when engaging with such promotions. “Health influencers are not medical professionals and therefore cannot determine what is right for an individual’s body. What may be suitable for one person can create harmful side effects for another, sometimes not immediately but later in life. Consumers must ask critical questions such as whether the product is safe, whether it is effective, and whether it is appropriate for their health condition. Only a qualified health professional can provide reliable answers to these questions,” added Shandil.

The Council further highlights that while some companies selling supplements are legitimate businesses, the products they promote are not necessarily verified for safety and effectiveness by the relevant health authorities in Fiji, or their country of origin. This creates risks for consumers who may purchase and use such products based on persuasive online testimonials rather than proper medical guidance.

Consumers are therefore urged to approach such promotions with caution, to remember that influencers are not trained or licensed health professionals, and to always seek advice from a doctor, nutritionist, or other qualified health provider before beginning any supplement or drastic diet plan. They are also encouraged to research both the company and the product thoroughly before committing to a purchase, particularly when the promotion takes place through social media channels.

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The Council urges influencers to act responsibly and to prioritise the health and wellbeing of their audiences rather than focusing on profit-driven promotions. Consumers who feel they have been misled by false health claims are encouraged to contact the Council by calling the **toll-free National Consumer Helpline on 155** or emailing complaints@consumersfiji.org.

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