

## **The Cookware Marketing Scam!**

During the month of October, it was reported that several “sales people” were visiting the homes of people living in the East London area promoting a cookware range approved by the **Heart and Stroke Foundation SA (HSFSA)**. These “sales people” were, allegedly, informing consumers that they were handpicked by the HSFSA to host a cooking demonstration in their home. This information is false and the marketing tactic very unprofessional and unethical.

The Heart and Stroke Foundation SA did approve of the promoted cookware; however the marketing strategy employed by the cookware distributor and seller was not approved by HSFSA. Unfortunately, the HSFSA has no control over the marketing tactics performed by Heart Mark holders who do not act in accordance with the HSFSA’s license agreement. All business relationships are established in good faith.

The Heart and Stroke Foundation SA has since had to conclude their relationship with the cookware distributor to prevent any affiliation with the HSFSA brand and said unlawful allegations.

The HSFSA extends an apology to every member of the public who has been affected by this marketing scam.

Please contact the HSFSA Head Office directly on **021-447 4222** to confirm any information related to our Organisation that is not relayed on our website, [www.heartfoundation.co.za](http://www.heartfoundation.co.za), or to report on these criminal events.

**- ENDS -**

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### **The Heart and Stroke Foundation SA**

The Heart and Stroke Foundation South Africa is a community-based organisation established to reduce the incidence of heart disease and stroke in the population of South Africa by providing education and supporting vital research. For further information visit [www.heartfoundation.co.za](http://www.heartfoundation.co.za)