



Thailand Introduces Standardized Contract Requirements for Beauty Service Providers Effective January 2026

The Office of the Consumer Protection Board (“OCPB”) has issued a new Notification designating beauty service businesses which include massage, spa, aesthetic, and weight-control service providers, as contract-controlled businesses. The Notification, which will take effect on 24 January 2026, introduces standardized contractual requirements, prohibits unfair terms, and prescribes mandatory clauses to strengthen consumer protection in the beauty and wellness industry.

Under the new framework, businesses providing beauty-related services will be required to enter into written service contracts that comply with the prescribed format established by the OCPB. This represents a notable expansion from existing regulations, which previously focused only on the particulars of receipts issued for prepaid or time-limited services. Once effective, all operators will be legally obliged to use the official contract form when engaging consumers. Failure to comply may expose businesses to both civil and criminal liability.

The Notification explicitly prohibits the use of certain unfair terms commonly found in market practice. Examples include:

- Clauses that limit or exclude the operator’s liability for injury, loss, or damage to the consumer’s life, body, health, or property;
- Clauses granting the operator the unilateral right to alter services, prices, or conditions in a manner detrimental to the consumer; and
- Clauses that deny cancellation or refund rights under all circumstances or that automatically extend service periods without the consumer’s consent.

These prohibitions aim to ensure a more balanced contractual relationship between service providers and their clients.

In addition to banning unfair terms, the Notification prescribes a mandatory contract form that must be prepared in duplicate—one copy for the consumer and one for the business. The standardized contract must clearly set out key consumer rights, including:

- The right to change the assigned doctor or therapist;
- The right to terminate the contract under specified conditions; and

- The right to a full refund within seven days of purchase, provided that no part of the service has been used.

These requirements reflect the regulator's intent to promote transparency and ensure consumers are fully informed of their contractual rights before entering into service agreements.

Non-compliance with the Notification constitutes a criminal offense punishable by imprisonment for up to one year, a fine of up to THB 200,000, or both. The OCPB is expected to conduct random inspections to monitor compliance following the effective date.

The implementation of this Notification represents a material change to industry practice. Businesses operating in the beauty, spa, and wellness sectors should take proactive steps to prepare for compliance. Recommended actions include:

- Reviewing and revising all service contract templates to ensure conformity with the prescribed form and prohibited term provisions;
- Updating refund and cancellation policies to reflect mandatory consumer rights;
- Training frontline and customer service staff to handle contract-related inquiries and terminations appropriately; and
- Conducting a legal audit of existing contractual arrangements to identify and rectify potential compliance gaps.

Should you have any question, please do not hesitate to contact us via info@bgloballaw.com

