A customs spokesman advised, “To identify (辨認) the genuine products from the counterfeit ones, consumers should pay attention to two distinctive features as shown at the bottom of the bottles.”

Like the character “假” (jia3), the word “counterfeit” also means “fake,” the opposite of “真” (zhen1) (genuine).

Counterfeiting is rampant (猖獗) and involves all kinds of products. To combat such illegal activities, the Customs and Excise Department (海關) has five reward schemes (舉報計劃) for tips from the public.

“假” (jia3) also carries the meaning of falsehood, deception or untruthful.

Terms containing the character “假” (jia3) include:

- 裝假 (zhuang1 jia3) - to pretend, disguise
- 假髮 (jia3 fa4) - wig
- 假如 (jia3 ru2) - if, supposing
- 假冒 (jia3 mao4) - pose as, pass for