



## ENFORCEMENT AND INVESTOR PROTECTION DEPARTMENT

(Warning to the Public)

### SEC ADVISORY

The Commission has received information that individuals or group of persons representing **JY BEAUTY AND FASHION MARKETING** are enticing the public, through Facebook or other social media networks, to invest their money in high-earning investment products.

Based on social media accounts, JY BEAUTY AND FASHION MARKETING has allegedly obtained a Certificate of Business Name registration from the Department of Trade and Industry (DTI) with Certificate No. 05967171 in the name of IAN BRUCE PLAZA BRIONES. It is also shown in the various Facebook accounts that JY BEAUTY AND FASHION MARKETING is offering or promoting the following investment scheme:

“NOW ACCEPTING PAY INS  
JY MARKETING X6 YOUR MONEY

600% interest offer for more or less 1 month!  
Your 5k turns to 30k+300RF  
Your 10k turns to 60k+600RF  
Your 20k turns to 120k+1200RF  
Your 30k turns to 30k+1800RF  
Your 40k turns to 30k+2400RF  
Your 50k turns to 30k+3000RF  
Your 100k turns to 30k+6000RF  
+500 for new Member every 5k 300 Registration Fee”

The public is hereby warned that such investment scheme is considered as securities in the form of investment contract subject to the regulatory authority of this Commission. The recruitment of investor members, through social media or otherwise, is considered a form of investment solicitation and the offering or sale of securities to the public without a permit or license from the Commission is a violation of Section 8.1 of the Securities Regulation Code (SRC).

The public is hereby informed that JY BEAUTY AND FASHION MARKETING is not registered with the Commission as a corporation or partnership. Moreover, it is not authorized to solicit investments from the public considering that it has not secured prior

registration and/or license to solicit investments with the Commission as prescribed under Section 8.1 of the Securities Regulation Code (SRC).

Those who act as salesmen, brokers, dealers or agents of these unregistered investment entities in selling or convincing people to invest in these schemes being offered by them including solicitations or recruitment through the internet may likewise be prosecuted and held criminally liable under Section 28 of the Securities Regulation Code and penalized with a maximum fine of Five Million Pesos (P5,000,000.00) or imprisonment of Twenty One (21) years or both pursuant to Section 73 of the SRC.

Accordingly, those who invite or recruit other people to join or invest in this venture or offer investment contracts or securities to the public may be held criminally liable or accordingly sanctioned or penalized in accordance with the Supreme Court decision in the case of SEC vs. Oudine Santos (G.R. No. 195542, March 19, 2014).

Any person who, directly or indirectly, in connection with the purchase or sale of any securities, (1) employ any device, scheme, or artifice to defraud; (2) obtain money or property by means of any untrue statement of a material fact or any omission to state a material fact necessary in order to make the statements made, in the light of the circumstances under which they were made, not misleading; or (3) engage in any act, transaction, practice or course of business which operates or would operate as a fraud or deceit upon any person shall likewise be prosecuted and held criminally liable under Section 26 of the Securities Regulation Code and penalized accordingly pursuant to Section 73 of the SRC.

Lastly, the names of all those involved will be reported to the Bureau of Internal Revenue (BIR) so that the appropriate penalties and/or taxes shall be correspondingly assessed.

In view thereof, the public is hereby strongly advised NOT TO INVEST in such schemes and to exercise prudence and precaution in dealing with such unregistered investment entity or individuals.

Should you have any information regarding the operation of the subject entities and other similar schemes, please coordinate with the Enforcement and Investor Protection Department at telephone numbers 818-6047 or email us at [epd@sec.gov.ph](mailto:epd@sec.gov.ph).

For the guidance of the public.

Pasay City, August 30, 2019.