

Ontario Consumers File Legal Action Against Orogold Cosmetics Over Alleged Deceptive Sales and Financing Practices

Legal Action Intensifies Against Orogold Cosmetics as Victims Report Deceptive Sales Tactics, Refund Struggles, and Store Closures

Toronto, Ontario Jan 13, 2026 ([IssueWire.com](https://www.IssueWire.com)) - A growing number of **Ontario residents** are taking legal action against **OroGold Cosmetics** following alarming reports of **deceptive sales practices, unauthorized third-party financing, and inconsistent refund policies**. Victims—many of whom report being financially or socially vulnerable—allege they were aggressively misled into purchasing overpriced skincare devices, often under pressure and without being fully informed about the terms of financing agreements.

One Scarborough woman, who filed a Small Claims Court lawsuit in Toronto, alleges that she was fraudulently signed up for a third-party loan without her informed consent. She believed she was entering a **direct purchase agreement** with the store. Tragically, the device sold to her was later found to be **unsuitable for use during pregnancy**, and she suffered a **miscarriage** shortly after use, raising concerns of **negligence** and failure to disclose critical **health warnings**.

More Victims Share Similar Stories

Members of a growing support group have now shared nearly identical experiences:

- Sales pressure tactics, including **emotional manipulation, false urgency** (“today only deals”), and allegedly targeting customers believed to be vulnerable (e.g., single mothers, newcomers to Canada, and people of colour).
- Misrepresentation of financing: Many victims were told they were receiving “**exclusive discounts**” and “**VIP packages**,” but were actually enrolled in **high-interest loans** through third-party lender LendCare.
- Contracts signed on **personal devices** (e.g., tablets), with **no physical copies** provided.
- Lack of transparency regarding cancellation policies, product use restrictions, and inflated prices.

One member of the group was charged **\$13,560** for ‘Cleopatra’ facials and ‘KG’ products that were never wanted or received, in addition to a **\$7,910** loan for a device, which was later found online for under \$1,500 CAD. Another victim—29 years old and without wrinkles—was sold a product “for orbital wrinkles only,” and denied a refund despite returning to the store the very next day.

Selective Refunds & Store Closures Raise Red Flags

Recent developments have further intensified public scrutiny:

- A customer who threatened legal action received an offer of partial refund—only after agreeing to cancel a credit card dispute—suggesting inconsistent refund practices and possible intimidation tactics.
- OroGold stores in **Brampton and London** have closed without notice, raising concerns about financial instability or efforts to evade accountability.
- Consumers report calls going unanswered, deletion of negative reviews, and refusals to acknowledge complaints made through official channels, including the BBB and Consumer Protection Ontario.

“They manipulated us into thinking we were getting exclusive deals—but everyone was told that,” said one of the victims. “They prey on insecurities, don’t disclose the financing terms, and ignore complaints unless you threaten legal action.”

Media Coverage Gaps & Public Call for Action

Despite numerous testimonies and organized efforts to raise awareness, victims say there has been a noticeable lack of mainstream media attention. Some members have expressed frustration after engaging with journalists who showed early interest but failed to follow through. This ongoing media silence has left many feeling dismissed or ignored.

Victims are urging other affected consumers to come forward and share their stories. Complaints have already been filed with:

- Consumer Protection Ontario
- Better Business Bureau (BBB)
- Financial Consumer Agency of Canada

The group is calling for **increased awareness** and **oversight** into Orogold’s sales and financing practices.

Contact for Media Inquiries or Shared Victim Testimonies:

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Upcoming Legal Action

One of the victims, who filed a **Small Claims Court lawsuit** against Orogold Cosmetics, is **awaiting their trial date** and will be actively pursuing justice in the coming weeks. This case serves as a critical step in the effort to hold Orogold accountable for its alleged **deceptive sales tactics** and **unauthorized financing schemes**.

Additionally, a **class action lawsuit** has been filed in **Hawaii** against Orogold's parent company for similar alleged **deceptive sales practices**, further underscoring the widespread nature of these allegations.

“The victims of Orogold Cosmetics remain committed to seeing justice done and ensuring that others are protected from these aggressive, deceptive sales tactics.”

About Orogold Cosmetics:

Orogold Cosmetics is a luxury skincare brand with a global presence. However, its reputation in Canada has become increasingly controversial due to aggressive sales practices, vague return policies, and a pattern of customer complaints regarding misleading financing schemes.

Media Contact

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Source : Orogold Ontario Victims Support Group

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