

## **GVH Fines Slovak Company for Misleading Families with Young Children**

**Budapest, April 9, 2025 – The Hungarian Competition Authority (GVH) found that Slovak firm EC Global SVK s.r.o. deceived consumers through unsubstantiated health and medicinal claims for its Babybeet brand essential oils and balms – cosmetic products recommended for parents of young children. The Competition Council of the GVH imposed a HUF 14 million fine for these violations.**

In June 2024, the GVH initiated a competition supervision proceeding against Slovak firm EC Global SVK s.r.o. due to allegedly misleading consumer communications.

The GVH's proceeding established that the Babybeet product distributor engaged in unfair commercial practices by promoting its cosmetic products – oils and balms – with unsubstantiated health and medicinal claims (e.g., „*strengthens the immune system*”, „*helps you sleep better*”, „*helps reduce allergies*”, „*treats colds and flu*”, „*relieves growing pains*”).

The GVH investigation further revealed that the company unlawfully advertised its products on the Facebook profile of the „*Pediatric Aromatherapy Experts Association*” – a fictitious entity it created without genuine professional backing. This created the false impression of an independent expert organization endorsing the cosmetics and essential oils. The undertaking thereby violated both Hungarian law and relevant EU regulations.

For these violations, the Competition Council of the GVH imposed a HUF 14 million fine on the Slovak company and prohibited continuation of the infringing practices. The authority regarded as an aggravating factor the targeting of parents with young children and families in the company's commercial communications.

The Hungarian Competition Authority devotes particular attention to investigating undertakings and products whose commercial communications specifically target vulnerable consumer groups, including the elderly, individuals with health conditions, or parents with young children and families. In connection with this case, the GVH calls upon businesses to ensure that their commercial communications always contain statements that are truthful, verifiable, and substantiated by adequate evidence.

The official registration number of the case is **VJ/23/2024**.

### **GVH Press**

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