

## **The Hungarian Competition Authority Investigates Unfair Pharmaceutical Advertising**

**4 May 2022, Budapest– The Hungarian Competition Authority (GVH) has opened proceedings against the distributor of Venoruton Forte tablets for allegedly advertising its product in breach of sectoral rules on medicines.**

The GVH has started an investigation against STADA Hungary Ltd., distributor of Venoruton Forte 500 mg tablets, for allegedly advertising the product in violation of sectoral rules on medicines, including on national commercial television.

The advertisements examined emphasised only the recommended dose of maintenance treatment, i.e. 1 tablet per day, to relieve or eliminate symptoms, whereas the prescribing information for the start of treatment recommends 2 tablets per day. Thus, the advertisements may not have presented the product on the basis of the summary of product characteristics approved by the pharmaceutical authorities, which may violate the national rules on commercial practices towards consumers in relation to medicines.

The initiation of the competition supervision proceeding does not mean that the undertaking has committed the infringement. The proceeding aims to clarify the facts and thereby prove the alleged infringement. The time limit for the completion of the proceeding is three months, which may be extended twice, in duly justified cases, for a maximum of two months each time.

Official registration number of the case: **VJ/15/2022.**

Press Office of the GVH