

Hangover cure or consumer deception? GVH investigates which is which

16 February 2023, Budapest - The Hungarian Competition Authority (GVH) launched an investigation into a soft drink distributor for allegedly misleading consumers with advertising promising to relieve hangover symptoms.

The national competition authority launched proceedings against SSHS Group Kft. and Regenera Hungary Kft., producers and distributors of Regenera revitalising and hangover relief drink, as their product advertising may involve infringements.

The authority suspected that the undertakings had advertised the soft drink in national TV commercials and on the internet making health claims that were unlikely to comply with industry rules governing foodstuffs. The two undertakings allegedly misled consumers about the health effects of the product by violating regulations on the advertising of food.

The launch of competition authority proceedings does not mean that the undertaking has committed the infringement. The proceedings aim to clarify the facts and thereby prove the alleged infringement. The time limit for the proceedings is three months, which may be extended on two occasions, each time for a maximum of two months, where justified.

Official registration number of the case: **VJ/2/2023.**

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