

Case number:	Vj-192/2005
Short title:	Abbott Laboratories Magyarország Kft., unfair manipulation of consumer choice
Type of case:	Deception of consumers
Description:	Abbott Laboratories published comparative advertisements about its products Klacid Uno and Klacid XL, which did not satisfy the criteria of objectivity and truthfulness required by the law. Abbott's statement about its medicine was not true. The four types of flyers that were sent out to doctors, contained diagrams, which could not be substantiated and contained false references.
Decision:	The Competition Council established that the described behaviour was a deception of consumers, which infringed competition. The Competition Council imposed a fine of HUF 8 million (approx. EUR 31 000) on Abbott Laboratories for its unlawful behaviour.
Date:	Budapest, 5 April 2006