

Case number:	Vj/35/2016
Type of case:	Unfair commercial practices
Undertaking(s) concerned:	SANDOZ Hungária Kereskedelmi Kft.
Short description	The GVH investigated a number of statements that appeared in advertisements relating to the quick effect mechanism of ACC OTC products.
Decision:	According to the decision of the GVH, between October 2015 and April 2016 SANDOZ was engaged in an infringing advertising activity and unfair commercial practice. Through its behaviour, it violated the legal provisions related to unfair commercial practices, as its advertisements concerning a number of ACC products were not in line with their authorised SmPCs by emphasising the quick effect and in general the quick mechanism of the products. The GVH imposed a fine of HUF 105 million on the undertaking for the infringement.
Date:	27 October 2017