



GAZDASÁGI  
VERSENYHIVATAL

<b>Case number:</b>	Vj-28/2006
<b>Type of case:</b>	Deception of consumers
<b>Undertaking(s) concerned:</b>	Bio-Fit Natura Kereskedelmi és Szolgáltató Kft.
<b>Short description:</b>	<p>In the competition supervision proceedings the Competition Council of the Hungarian Competition Authority (Gazdasági Versenyhivatal - GVH) concluded that the advertisements of Bio-Fit, which stated, that certain of its products had healing effects, but, in fact, it did not possess such features, misled consumers.</p> <p>Also, the comparative advertisement, which compared Bio-Fit's product with a competitor's product in terms of its price, sold quantity and one single component was also held to be capable to mislead consumers.</p>
<b>Decision:</b>	The Competition Council of the GVH established in its decision, that Bio-Fit infringed the provisions on the prohibition of unfair manipulation of consumer choice of the Hungarian Competition Act. Therefore, the Competition Council imposed a fine of HUF 91 million (approx. EUR 319 000) on Bio-Fit for its unlawful behaviour.
<b>Date:</b>	Budapest, 27 July 2006