



## **The GVH is investigating the advertisements of a domestic range of dietary supplements**

**15 June 2022, Budapest – The Hungarian Competition Authority (GVH) has started an investigation against the distributor of Challenge dietary supplements for possibly misleadingly promoting its product range with promises including disease prevention and treatment.**

The GVH has started an investigation against Manker Beauty Trade Services Ltd., a distributor of Challenge dietary supplements, for allegedly promoting the product line and the related "Challenge lifestyle change system" in an unfair way, in breach of EU sectoral rules.

The GVH suspects that the undertaking's website, social networking sites and the social networking sites of its owner and CEO Tibor Kasza suggest that the products may be suitable for the prevention, treatment or cure of illnesses. (e.g. „*It reduces cardiovascular diseases, atherosclerosis and cancer*”). Similarly, certain health claims in advertisements may be equally unlawful (e.g. „*It helps with weight loss and weight maintenance, with an adequate diet.*”). The undertaking also provides allegedly unfounded, misleading information about the composition of certain products (e.g. „*sugar free*”, „*free-from food*”).

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/18/2022.**

Press Office of the GVH