



## Competition Authority imposes fine for unlawful drug advertisement

**Budapest, 28 September 2022 – The Hungarian Competition Authority (GVH) has fined the distributor of Venoruton Forte tablets HUF 28 million for infringing the rules of pharmaceutical advertising.**

The Hungarian Competition Authority concluded its [investigation launched in the middle of the year](#) against STADA Hungary Kft., the distributor of Venoruton Forte 500 mg tablets. The competition proceedings revealed that the company had violated the sectoral rules on advertising medicines by not presenting the product in line with the instructions for use approved by the pharmaceutical authorities. The advertisements on television and other channels emphasised only the recommended dose for maintenance treatment, i.e. 1 tablet a day (*"Just one Venoruton Forte tablet a day can relieve the symptoms of varicose veins"*), whereas at the beginning of treatment, the instructions for use recommend 2 tablets a day.

In the course of the procedure, the distributor of the medicinal product voluntarily modified the contested practice, which the GVH's Competition Council took into account in its assessment. At the same time, the Competition Authority also considered the fact that the advertisement targeted a vulnerable group of consumers suffering from a medical condition. Based on the above, the Competition Authority imposed a fine of HUF 28 million on the company for the infringement.

Case reference number: **VJ/15/2022**

Press Office of the GVH