

HUF 5 million Competition Office fine for overstatements

The Competition Office (GVH) established in its official resolution issued in September that Manna Natúr Kozmetikum Kft. has made wide ranging exaggerated promotional statements about the cosmetics functions of the company's various products (soaps, bath products, essential oils, etc.)

Consumers were led to the company's website via an intense advertising campaign, where they could find in-depth information about the products' beneficial features. GVH established that the product descriptions published on the website included unfounded statements not supported by underlying evidence about the medical benefits, health benefits, and other expected impacts from the products' use.

GVH emphasised that all statements made with regards to beauty products must be supported by underlying evidence, especially when displaying messages promising that the products are capable to prevent and solve medical and health problems, or to treat symptoms.

Taking into consideration the mitigating circumstances - for example that the company has modified its commercial practices and now offers a 100% money back guarantee - GVH decided to levy a fine of HUF 5 million.