



GAZDASÁGI
VERSENYHIVATAL

Case number:	Vj-86/2006
Type of case:	Deception of consumers
Undertaking(s) concerned:	Biovit Pharma Kft.
Short description:	In the competition supervision proceedings the Competition Council of the Hungarian Competition Authority (Gazdasági Versenyhivatal – GVH) concluded that the advertisements as well as the product labelling of Biovit Pharma Kft. were misleading consumers by the attribution of healing effects to its „VigRX” product although this was not true, and, due to the lack of healing effects the necessary authorisations were not granted.
Decision:	The Competition Council of the GVH imposed a fine of HUF 2 million (approx. EUR 7 270) on Biovit Pharma Kft. for its unlawful behaviour.
Date:	Budapest, 19 October 2006