

The GVH investigates online shops selling e-cigarettes

28 June 2022, Budapest – The Hungarian Competition Authority (GVH) has started an investigation against two Slovakian companies selling Elf Bar electric cigarettes for allegedly unfairly advertising the product to Hungarian consumers.

The GVH has started an investigation against two Slovakian companies, ELF BAR VAPE - Bensons Europe s.r.o. and Vaper s.r.o., for the possible unfair distribution of different types of electronic cigarettes, including Elf Bar, to Hungarian consumers. The undertakings are likely to give the false impression on their websites that the products can be legally distributed, despite the fact that both the distribution and distance selling of nicotine-containing electronic cigarettes and flavoured versions of electronic devices imitating nicotine-free smoking is prohibited in Hungary. This may constitute an unfair commercial practice against domestic consumers, as customers may mistakenly believe that the products are legally available for sale based on the companies' websites.

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 numbers of the cases: **VJ/22/2022., VJ/23/2022.**

Press Office of the GVH