



The GVH removes medicinal mushroom undertaking's advertisements from online platforms

23 June 2022, Budapest – The Hungarian Competition Authority (GVH) is removing Max-Immun Ltd.'s advertisements from Facebook, YouTube and Vimeo after the undertaking failed to stop the illegal advertising of its C-peptide products.

Last May, the GVH found that Max-Immun Ltd, known for its medicinal mushroom products, had falsely attributed curative power - including anti-coronavirus activity - to so-called proinsulin C-peptide cosmetics of the Vargapeptide family. The GVH prohibited further unlawful advertising of the products concerned and imposed the maximum fine of HUF 117.8 million on the undertaking. The undertaking challenged the GVH's decision in court, but the Budapest Capital Regional Court rejected the challenge at the end of last year, upholding the GVH's decision with final effect.

In its decision, the GVH found that the undertaking has still not completely abandoned its unlawful advertising practices - despite the fact that the authority initiated enforcement proceedings, in the context of which the undertaking's CEO, Gábor Varga, has had to pay a daily fine of HUF 50.000 since last December. He is obliged to do so until the obligations are fulfilled. The GVH has therefore decided to order the parent companies of Facebook, YouTube and Vimeo platforms - Meta, Google and IAC - which continue to publish advertisements, to remove the unlawful advertisements concerned. The undertakings must provide proof of removal to the GVH within 30 days.

In all cases, the GVH will ensure that practices misleading consumers are eliminated, including in cases where the obligee does not cooperate with the authorities. Hungarian consumers are therefore protected from engaging in commercial practices that constitute infringements, even in the absence of cooperation from the undertaking.

The official registration number of the case is: **VJ/22/2020**.

Press Office of the GVH