



GAZDASÁGI
VERSENYHIVATAL

Case number:	Vj-156/2007
Type of case:	Deception of consumers
Undertaking(s) concerned:	StemXcell Kft., Crystal Institute Kft., Dunai és Társa Bt. and Flavinárium Első Magyar Flavonoid és Antioxidáns Termék Forgalmazó Zrt.
Short description:	<p>On 8 July 2008, the Hungarian Competition Authority established that the practices of StemXcell Kft., Crystal Institute Kft., Dunai és Társa Bt. and Flavinárium Első Magyar Flavonoid és Antioxidáns Termék Forgalmazó Zrt. were likely to deceive consumers, when in 2007 and 2008 they stated in advertisements that OlimpIQ StemXcell nutritional supplement is able to multiply and protect stem-cells. The GVH prohibited the continuation of the infringement and ordered the undertakings concerned to put the decision of the GVH on the homepage of all the webpages operated or run by the undertakings. However the post-investigation revealed that they failed to comply with the obligation.</p>
Decision:	The undertakings concerned are to pay enforcement fines on a daily basis for non-compliance with the obligations established by the decision of the Hungarian Competition Authority.
Date:	25 September 2009