

**A competition supervision proceeding has been initiated in relation to the therapeutic claims attributed to cosmetic products containing C-peptide**

**The Hungarian Competition Authority (GVH) has initiated a proceeding against MAX-IMMUN Kft., due to the suspicion that the undertaking has unjustifiably attributed positive health effects or therapeutic effects to products containing proinsulin C-peptide, thereby presumably infringing the prohibition of unfair commercial practices against consumers.**

The GVH has initiated a competition supervision proceeding against Max-Immun Kft. in relation to its promotion of cosmetic skin care spray products containing the so-called proinsulin C-peptide, which have been placed on the market by the undertaking.

From November 2018, when promoting the products the undertaking has been making health claims (such as *“your brain will work faster”*, *“reaction time has improved”*), which may lead consumers to make a transactional decision that they would not make otherwise.

As part of its advertisements Max-Immun Kft. uses pictorial and visual representations, which may give the impression that C-peptide is suitable for treating dysfunctions or disorders (e.g., schizophrenia, diabetes) of the human body, as well as for the treatment of COVID-19.

It is probable that, by engaging in the above conducts, the undertaking has infringed certain provisions of Act XLVII of 2008 on the Prohibition of Unfair Commercial Practices against Consumers.

The initiation of the competition supervision proceeding does not mean that the undertaking has in fact committed the suspected infringement. The procedure is aimed at clarifying the facts and thereby proving the alleged infringement. The time limit for the completion of the proceeding is three months which, where justified, may be extended on two occasions by a maximum of two months each.

Official registration number of the case: **VJ/22/2020.**

Budapest, 21 May 2020

Hungarian Competition Authority

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