

The dietary supplement advertisements filmed with Dr Gődény infringed the law

20 December 2021, Budapest – The Hungarian Competition Authority (GVH) established that Nutriversum Kft. advertised its food supplements contrary to EU sectoral rules and in a way that it misled consumers with participation of the pharmacist Dr György Gődény. The Authority imposed a fine of HUF 23.6 million for the infringement on the undertaking.

The GVH [launched an investigation at the end of last year](#) against the advertisements of the Nutriversum dietary supplements, which were promoted on YouTube and other channels with the participation of the pharmacist Dr. György Gődény.

The proceeding revealed that the advertisements promoted the dietary supplements with Dr György Gődény, contrary to the EU rules on food, emphasising his education and profession. Under the Community law, it is prohibited to refer to the recommendations of doctors, healthcare professionals, or (with specific exception) healthcare organisations regardless of the reality of their content.

Furthermore, the investigation of the GVH also found content-related problems: certain advertisements deceptively suggested that the company's dietary supplements could result in a varied and balanced diet. However, EU regulations explicitly prohibit reference to this in the advertising of food supplements, as it is scientifically unsubstantiated and misleading consumers.

Nutriversum Kft., the distributor of the products, cooperated with the Authority during the proceeding: it removed the infringing video content, acknowledged the infringement, and waived its right to legal remedy. In addition, the undertaking is developing an internal competition compliance programme to avoid similar future infringements. In view of all this, the competition council of the Authority imposed a fine of HUF 23.4 million on the company, reducing the possible amount by approximately 70%. At the same time, the GVH imposed a fine of HUF 166 thousand on East to West Hungary Trade Kft., which represented Dr György Gődény in the marketing cooperation.

The official registration number of the case is: **VJ/35/2020**.

GVH Press Office