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Kyäni received a fine of dietary supplements

08/06/2014 (<http://brandtrend.hu/2014/08>)

Label: **HCA** (<http://brandtrend.hu/cimke/gvh>) and **Kyäni** (<http://brandtrend.hu/cimke/kyani>).

The company on September 1, 2012 and February 18, 2013 in **Kyäni dietary supplement** products in leaflets, newsletters and website promoted. **The GVH considers that the advertising was mainly the company's aim to raise awareness among consumers, who are specifically prevent or an existing illness due to alleviate the symptoms of their disease, cure, or are looking for a different therapeutic options for ways to improve their health status** . The GVH considers that the case of the human body in a variety of products people suffering from the disease or prevent it intends to form a vulnerable group of consumers. They are the hope of healing or therapeutic effect is significantly more sensitive to the healing promises, briefings and therefore of particular importance in containing the information to be factual, devoid of excesses, proven allegations.

It is important to point out that according to the sectoral rules on food supplements **properties for the prevention, cure or treatment of disease, dietary supplements can not be attributed** . However, the Kyäni products featured in ads promoting allegation of multiple therapeutic effect, disease prevention, which is a part of the user experience, in the form of consumer reviews.

Furthermore, in relation to health claims, the GVH concluded that the unfair business practices against consumers conducted also by that **he could not provide any evidence in the investigation that would show that the products actually have the advertised affecting health properties**, as claims not included in the so-called. EFSA list of such permitted claims.

In addition, a number of products in the context of the **market in the first age statement** is released (eg. "The only product on the market that combines e-vitamins, Omega 3 fatty acids"), but they do not prove it happened during the investigation.

Unfounded allegations by the company in connection with the antioxidant content of the Alaskan wild salmon and the Alaskan salmon can be obtained from fish oil.

The Office for committing the violations **made a total of € 6,000,000 fine on the firm**.

The GVH fines determining **an aggravating circumstance** that the information from a broad base of consumers reached, and the fact that the long protracted promotional activities of businesses with health problems, vulnerable consumer group targeted.

The GVH **has not established an infringement against Kyäni Hungary Ltd.**, since it was not revealed in the course of the investigation that the company was the role of the infringing content and publishing of information from forming.
(Brand Trend)

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Menu