



## NATIONAL AUTHORITY FOR TRADE AND CONSUMER PROTECTION

### PRESS RELEASE

#### Fake fat-burning serum website blocked by NATCP

**The National Authority for Trade and Consumer Protection (NATCP) has banned the marketing of the Kalóriakirály (Calorie King) dietary supplement products due to misleading naming and information and has ordered the domain provider to suspend access to the content of the products offered for sale on the website <https://varhegyirichard.hu>.**

The National Authority for Trade and Consumer Protection carried out a test purchase investigation in connection with a public interest notification concerning the sale of dietary supplement products under the name KALÓRIKIRÁLY, which are typically advertised on social networking sites by the UK-based food company responsible for their sale.

The names of the products concerned are:

- KALÓRIAKIRÁLY ZSÍRPUSZTÍTÓ SZÉRUM capsules with L-carnitine, chromium and plant extracts, 16,2 g,
- KALÓRAKIRÁLY ÉHSÉGŰZŐ ELIXÍR dietary supplement capsules with plant extracts, net weight: 13,9 g/30 capsules,
- KALÓRIA KIRÁLY ZSÍRPUSZTÍTÓ EXTRA 37,67%-KAL TÖBB HATÓANYAG dietary supplement capsule with L-carnitine, chromium and plant extracts, net weight 16,05 g/30 capsules.

The products are typically targeted at consumers seeking to lose weight, with promises such as scientifically proven active ingredients to specifically support weight loss and optimize metabolism, help suppress hunger or help maintain a feeling of fullness. In addition, a "SPEED DIET" package specifically for men promises a 15 kg weight loss in 1 month.

During the official control, the experts found that none of the ingredients of the food supplements 'Fat-busting serum' and 'Fat-busting extra', which are part of the product family, have been certified by the European Commission and the European Food Safety Authority (EFSA) as having the same effect or promoting weight loss as their name and information, in the quantities and dosage forms used in the product. The ingredients of the 'Appetite suppressant elixir' also suggest that it is not able to produce the expected effect. As described above, the product names alone are unlawful, as they are also health claims, but the beneficial effects are not proven.

In general, these products are not labelled in a way that allows consumers to know the true quantity of their herbal ingredients. Furthermore, in the case of "Fat Burning Products", the consumer groups that should avoid the product are not indicated. Awareness of the presence of *Garcinia cambogia* extract in serum would be necessary for the above reasons, given the scientific literature. A monthly weight loss of 15 kg would require an energy deficit of more than 500-1000 calories per day, which could lead to muscle loss, metabolic disturbances, hormonal imbalances and even heart

problems. Losing weight too quickly also increases the risk of regaining weight (yo-yo effect), can cause tiredness, hair loss, dizziness and puts a significant strain on the liver, kidneys and heart.

Based on the inspection, the authority clearly concluded that the dietary supplements under investigation were marketed with misleading information about their essential properties, which constitutes food adulteration under the national legislation in force.

For the above reasons, the NATCP ordered the withdrawal of the three food supplements concerned from the market, regardless of their shelf life and batch identifiers. In parallel, the domain registrar, taking into account the obligation imposed by the authority, took measures to remove the content of the website. The Department of Consumer Protection of the Government Office of the Capital of Budapest is currently conducting an official control on the legality of the advertisements on social networking sites.

However, consumer awareness is also important in relation to food supplements. It is recommended that no one should buy "miracle products" that make unrealistic promises: e.g. daily weight loss, complete suppression of hunger. Always check that the supplement has the right ingredients list and a warning about possible side effects.

Be suspicious if the product is only advertised on social media, influencers or suspicious websites. You should consult a doctor or dietician before taking any dietary supplement promising weight loss. There are no miracle cures, the key to a long-lasting and healthy weight loss is regular exercise, a balanced and varied diet, getting enough rest and reducing stress levels as much as possible. Dietary supplements, depending on their composition, can support this process, but they do not have magic powers.

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National Authority for Trade and Consumer Protection