



NATIONAL AUTHORITY FOR TRADE AND CONSUMER PROTECTION

PRESS RELEASE

Official action against „Kalóriakirály” ("Calorie King"): inspectors seized more than 1,500 boxes of dietary supplements worth nearly 5.5 million forints

The National Authority for Trade and Consumer Protection (NATCP), in cooperation with the Pest County Tax and Customs Directorate of the National Tax and Customs Administration (NTCA), has taken another decisive step to protect consumer health and eliminate illegal commercial practices. The NATCP is conducting an official investigation into an influencer known as "Kalóriakirály" (Calorie King), who continues to illegally distribute dangerous dietary supplements despite official measures. The investigation revealed food fraud, i.e., misleading labeling regarding essential characteristics and other labeling errors.

Staff from both authorities conducted a coordinated inspection at the logistics center that stores and distributes Kalóriakirály products. As a result of the operation, NATCP inspectors seized more than 1,500 boxes of dietary supplements classified as counterfeit, with a market value of nearly HUF 5.5 million based on the promotional prices listed on <https://kaloria-kiraly.com>. The authorities worked closely together to remove the infringing products from circulation, and the logistics center cooperated in an exemplary manner during the official measures.

The three blocked products are:

- KALÓRIAKIRÁLY ZSÍRPUSZTÍTÓ SZÉRUM dietary supplement capsules with L-carnitine, chromium, and plant extracts (16.2 g),
- KALÓRIAKIRÁLY ÉHSÉGŰZŐ ELIXÍR dietary supplement capsules with plant extracts (13.9 g/30 capsules),
- KALÓRIAKIRÁLY ZSÍRPUSZTÍTÓ EXTRA 37.67% MORE ACTIVE INGREDIENTS dietary supplement capsules (16.05 g/30 capsules) –

contained misleading information about their essential properties, which constitutes food fraud under current legislation. The products did not indicate the risk groups for whom consumption could be particularly dangerous.

The NATCP had previously ordered the suspension of the distribution of the products and obliged the domain service provider to suspend the website offering the products. Despite this, the influencer – who is also responsible for distribution – made the products available again under a foreign domain, deliberately circumventing the official decision. Subsequently, knowing the influencer's domestic address, an order was issued to withdraw the product from circulation and a letter informing the influencer of the initiation of proceedings was sent to him.

The NATCP once again warns the public not to buy dietary supplements marketed under the name Kalóriakirály, as they do not comply with domestic and EU food law requirements. Products advertised with misleading claims can be dangerous, for example, to people taking medication.

The authority will use all means at its disposal to prevent these products from being placed on the market. The joint cooperation between the NATCP and the NTCA significantly increases the effectiveness of inspections and enables rapid and effective intervention against those who deliberately engage in illegal practices that seriously harm consumers and law-abiding businesses.

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National Authority for Trade and Consumer Protection