



PRESS RELEASE

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Dietary supplements in the NATCP's crosshairs – CBD oils and weight-loss products in the focus

The National Authority for Trade and Consumer Protection (NATCP), in cooperation with the government agencies under its professional supervision, monitors the dietary supplement market throughout the year. While in 2025 the authority had to take action on multiple occasions due to dietary supplements marketed as performance enhancers and deceptive influencer marketing, in 2026 new, increasingly popular product categories will also come under scrutiny. Thus, the NATCP is inspecting, among other things, CBD-containing products as well as dietary supplements promising weight loss and fat burning.

The dietary supplement market has expanded rapidly in recent years, with an ever-widening range of products available to consumers through both traditional and online retail channels. At the same time, it has become increasingly necessary to conduct coordinated consumer protection and food chain oversight inspections by regulatory authorities in light of heightened food safety risks and potential consumer deception.

For this reason, inspections by the National Authority for Trade and Consumer Protection (NATCP) and the government agencies under its professional supervision are ongoing throughout the year, while the NATCP coordinates consumer protection and food chain supervision aspects as well as regulatory measures. The aim of these inspections is not only to identify non-compliant products but also to enhance transparency regarding market processes and the activities of market participants.

One of the most alarming findings from the NATCP's regulatory inspections of dietary supplements last year concerned the category of dietary supplements marketed as sexual enhancers. Among the samples inspected, several products were identified that were advertised as natural libido enhancers but actually contained active pharmaceutical ingredients that are only permitted

in prescription medications. These active pharmaceutical ingredients affect the functioning of the cardiovascular system and can only be used safely under medical supervision. Their unregulated presence is particularly dangerous, especially when consumers are unaware that they are actually taking medication. The authority immediately withdrew the affected products from the market, ordered their recall from consumers, and prohibited their further distribution; significant fines were also imposed.

The NATCP also took active measures regarding products promising immediate weight loss that were advertised and distributed by certain influencers. Claims promising rapid, dramatic weight loss can easily appear credible even when there is no verified scientific or clinical evidence to support them. In these cases, the NATCP not only ordered the products to be withdrawn from the market, seized the inventory, and imposed fines, but also initiated the removal of the infringing online content.

This year, regulatory inspections are focusing, among other things, on so-called CBD oils containing cannabidiol. The market for CBD-containing products has expanded significantly in recent years, primarily as a result of online sales and marketing that emphasizes natural calming, stress-reducing, and—in many cases—disease-preventing, symptom-relieving, and healing effects. However, preliminary official inspections indicate that a significant portion of these products do not meet the conditions for marketing as food or dietary supplements. Many products are marketed as essential oils or cosmetics, yet the usage instructions provided with the product suggest intended use as food.

Foods containing cannabidiol (CBD) are generally classified as novel foods under EU regulations and may therefore only be lawfully placed on the market if they have been granted authorization by the European Union. However, no such authorization has been granted for the products currently available.

Another key area of focus for the NATCP is dietary supplements that promise weight loss and fat burning, for which demand is typically driven by seasonal factors—such as the summer season or “body-shaping” campaigns. Based on preliminary inspection findings, it can be clearly stated that in this segment, unauthorized and scientifically unsubstantiated health claims, exaggerated claims suggesting rapid weight loss, marketing featuring the likenesses of celebrities or influencers, in some cases, the fabrication of entire television reports and their dissemination on online platforms, as well as product names that inherently imply health claims.

Exotic, typically third-country-sourced, plant-based ingredients often lack a history of consumption within the European Union, which poses a hidden food safety risk to consumers.

The protection of consumer health and safety is always at the heart of the NATCP's activities. The dietary supplement market is a priority area for oversight; it is constantly evolving and presents new types of challenges—whether these involve online sales models, new product categories, or regulatory uncertainties arising from differing practices among Member States. The NATCP continuously adapts to these changes and, in cooperation with partner authorities, strives to ensure that only safe, lawful, and inspected products reach consumers.

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