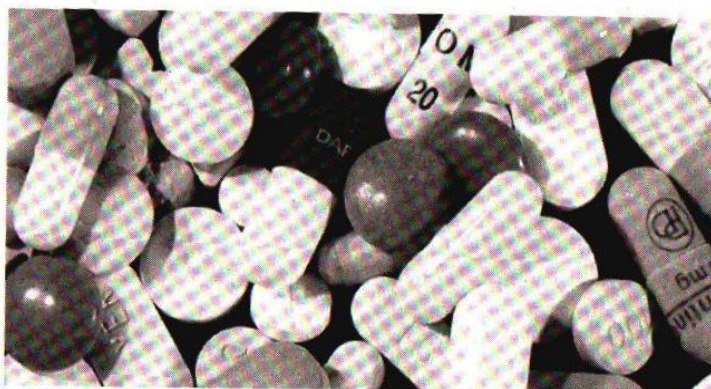


## PRESS CLIPPING SHEET

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### CPA refers 8 channels to prosecution for misleading ads



The ads featured medical products claiming to have natural ingredients in them, the CPA said after its referral of the channels

The Consumer Protection Agency referred eight satellite channels to general prosecution on charges of misleading advertising.

The agency also issued a warning against using medical products that are not registered on the Ministry of Health's records. The CPA highlighted that it has received several complaints from citizens. The advertised products were proven to be unfit for use, and did not lead to any medical benefit.

Atef Yaqoub, the head of the CPA, said that those medical products claim to treat some diseases. Yacoub highlighted that the eight channels include Al-Mosaree', Al-Halaba, WWWE, Misr Cinema and Al-Beit Beita.

The products claimed to treat erectile dysfunction, baldness, trim fat and cellulite, as well as treating neck and back pain.

Earlier this month, Yaqoub told Daily News Egypt that the CPA referred 37 satellite channels and service centres to Public Prosecution, due to adver-

tising about fake maintenance centres appropriating the name of one of the famous brands, Zanussi.

"These centres alleged that they are authorised agents, but it is not true, and the channels violate Article 6 of the Consumer Protection Act," Yaqoub said. The article commits the contractor and advertised channel or agency to supply the consumer with correct information about the product. It should also avoid creating misleading impressions to the consumer.

The CPA head confirmed that there are many fake brands misleading the authorised and known service centres to cheat consumers, through hotlines, which give consumer confidence.

The CPA has also received many complaints from online shopping websites. The agency is currently working on developing e-commerce monitoring mechanisms for protecting consumers, through including new articles in the Consumer Protection Act 67/2006.