

**Question for written answer E-004345/2026
to the Commission**
Rule 144
Catherine Griset (PfE)

Subject: Tackling misleading marketing claims regarding menopause products

Inaccurate, ambiguous or misleading commercial claims and unfair trading practices are prohibited. However, many products are on sale (dietary supplements, toothpastes, fans, pillows, etc.) that claim to relieve menopause symptoms, even though there is no scientific evidence to back those claims.

The claims, made by supposedly qualified professionals, commercial intermediaries or content creators – including on online platforms – leave consumers vulnerable to unnecessary expense and delayed diagnoses or may lead them to stop treatments that are proven to be effective.

To better tackle abusive business practices targeting menopausal women:

1. Will the Commission encourage the Member States to increase the resources allocated to their fraud prevention services, such as France's Directorate-General for Competition Policy, Consumer Affairs and Fraud Prevention?
2. When misleading marketing claims are spread on online platforms, could agencies such as Europol or Eurojust support action carried out by Member States?
3. Does Horizon Europe fund research to better identify what is effective and what is not in relieving menopause symptoms?

Submitted: 22.10.2026