

The CNMC initiates disciplinary proceedings against I.C.O.N. Europe SL for possible competition-restricting practices

- The company could have fixed resale prices of professional hairdressing products.
- The investigation originated in a complaint filed by a customer before the Commission.

Madrid, December 12, 2023.- The CNMC investigates I.C.O.N. Europe, S. L. (I.C.O.N.) for alleged fixing of resale prices in the wholesale and retail marketing of professional hairdressing products ([S/0015/23](#)).

The alleged prohibited conduct is contrary to Article 1 of Act 15/2007 of 3 July, on the Defence of Competition (LDC in Spanish) and Article 101 of the Treaty on the Functioning of the EU (TFEU).

The investigation originated in a complaint filed by an ICON customer. The CNMC then initiated confidential information and carried out inspections in May 2023 ([Press release](#)). As a result of these, it had access to certain information indicating the existence of anti-competitive practices by I.C.O.N. Europe, S. L., consisting of fixing the wholesale and retail resale prices of its products and, in particular, of the prices applied by its distributors in the *online* channel.

The direct effect of this type of conduct is to eliminate intra-brand price competition by preventing distributors from freely determining their sales price.

The initiation of these proceedings does not prejudge the final outcome of the investigation. There is now a time limit of 24 months for the adoption of a decision on the case.

Related content:

- ([S/0015/23](#))
- [Press release](#) (02/06/2023): The CNMC investigates possible anti-competitive practices in the sector of professional hairdressing products