

Flash Report

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Prohibition on Tobacco Advertising



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Tobacco Advertisement and New Limitations

On 22 September 2011, the Parliament of Ukraine adopted the Law aiming at reducing tobacco advertising (the "Law"). When the President signs the Law, it will come into force in 6 months upon its publication.

The Law sets forth additional prohibitions/extension of existing limitations on advertising tobacco products. The list of existing restrictions is extended by prohibitions covering, among other, tobacco advertising:

- In any mass media;
- On Internet, with few exceptions;
- On other products, except those related to smoking (e.g. lighters, ash trays);
- During any public events, except entertaining events for adults, etc.

The Law also provides for further prohibitions of marketing activities:

- Sale or advertising of tobacco products in composition with other goods;
- Free of charge distribution and/or exchange of advertised tobacco products for other products;
- Sending of tobacco advertising information to indefinite circle of people (including via mail, email, mobile phones, etc);
- Advertising tobacco producers' trademarks in the names and logos of sports clubs and artistic groups, providing donations to local government and state authorities, financing events aimed at smoking prevention, etc.

We will continue monitoring of the issue and providing relevant updates.

Please note that currently only draft version of the Law is available at public sources. The final version potentially may vary from the draft Law available now.