[LT] New Regulation of Tobacco Advertising

IRIS 2000-10:1/27

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New restrictions designed to implement the basic principles of the "Television Without Frontiers" Directive were introduced into the 1996 Tabako Kontroljis Estatymo (Statute on Tobacco Control). The amendments entered into force on 16 March 2000. Article 11 imposes a total ban on the advertising of tobacco products. The Statute defines advertisement as "information disseminated in any form and through any means of transmission that directly promotes acquisition and use of tobacco products". Hence it includes various ways of depicting the product logo or presenting positive information about tobacco. Surreptitious advertising that presents information about enterprises involved in tobacco trade or manufacturing and that may mislead consumers about the real aim of this advertisement is also prohibited.

Law on the Tobacco Control of the Republic of Lithuania, 1996, #11-281 (as amended in 2000)

http://www3.lrs.lt/c-bin/eng/preps2?Condition1=101595&Condition2=tobacco

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