

Regulation (EC) No 1107/2009 of the European Parliament and of the Council  
of 21 October 2009 concerning the placing of plant protection products on  
the market and repealing Council Directives 79/117/EEC and 91/414/EEC

CHAPTER VII

**PACKAGING, LABELLING AND ADVERTISING OF  
PLANT PROTECTION PRODUCTS AND ADJUVANTS**

*Article 66*

**Advertising**

1 Plant protection products which are not authorised shall not be advertised. Every advertisement for a plant protection product shall be accompanied by the sentences ‘Use plant protection products safely. Always read the label and product information before use’. These sentences shall be easily legible and clearly distinguishable in relation to the whole advertisement. The words ‘plant protection products’ may be replaced by a more precise description of the product-type, such as fungicide, insecticide or herbicide.

2 The advertisement shall not include information in text or graphic form which could be misleading as regards possible risks to human or animal health or to the environment, such as the terms ‘low risk’, ‘non-toxic’ or ‘harmless’.

Only in the case of low-risk plant protection products shall the term ‘authorised as low-risk plant protection product in accordance with Regulation (EC) No 1107/2009’ be allowed in the advertisement. It cannot be used as a claim on the label of the plant protection product.

3 [<sup>F1</sup>A competent authority] may prohibit or restrict the advertising of plant protection products in certain media, subject to [<sup>F2</sup>retained EU] law.

4 All statements used in advertising shall be technically justifiable.

5 Advertisements shall not contain any visual representation of potentially dangerous practices, such as mixing or application without sufficient protective clothing, nor any use near food or use by or in the vicinity of children.

6 Advertising or promotional material shall draw attention to the appropriate warning phrases and symbols as laid down in the labelling.

**Textual Amendments**

**F1** Words in Art. 66(3) substituted (31.12.2020) by [The Plant Protection Products \(Miscellaneous Amendments\) \(EU Exit\) Regulations 2019 \(S.I. 2019/556\)](#), regs. 1(1), **9(4)(a)** (with Sch. 1); 2020 c. 1, Sch. 5 para. 1(1)

**F2** Words in Art. 66(3) substituted (31.12.2020) by [The Plant Protection Products \(Miscellaneous Amendments\) \(EU Exit\) Regulations 2019 \(S.I. 2019/556\)](#), regs. 1(1), **9(4)(b)** (with Sch. 1); 2020 c. 1, Sch. 5 para. 1(1)

**Changes to legislation:**

There are currently no known outstanding effects for the Regulation (EC) No 1107/2009 of the European Parliament and of the Council, Article 66.