
STATUTORY INSTRUMENTS

2016 No. 507

The Tobacco and Related Products Regulations 2016

PART 2

Labelling of tobacco products

Images of tobacco products targeted at consumers

12.—(1) No person may publish or cause to be published in the course of a business an image of a unit pack or container pack of a tobacco product in connection with an offer for sale to a consumer (in circumstances which are not otherwise made unlawful by the provisions of the Tobacco Advertising and Promotion Act 2002⁽¹⁾) unless the image complies with paragraph (2).

(2) An image of a unit pack or container pack of a tobacco product complies with this paragraph if the pack depicted in the image complies with the labelling and packaging requirements for the lawful supply of the product concerned which are imposed by—

- (a) this Part; and
- (b) regulations 4, 8 and 10 of the Standardised Packaging of Tobacco Products Regulations 2015⁽²⁾.

⁽¹⁾ 2002 c. 36. The Tobacco Advertising and Promotion Act 2002 makes provision about the advertising of tobacco products.
⁽²⁾ S.I. 2015/829.