

Directive 2014/40/EU of the European Parliament and of the Council of 3 April 2014 on the approximation of the laws, regulations and administrative provisions of the Member States concerning the manufacture, presentation and sale of tobacco and related products and repealing Directive 2001/37/EC (Text with EEA relevance)

## TITLE II

### TOBACCO PRODUCTS

#### CHAPTER II

#### *Labelling and packaging*

#### *Article 13*

#### **Product presentation**

1 The labelling of unit packets and any outside packaging and the tobacco product itself shall not include any element or feature that:

- a promotes a tobacco product or encourages its consumption by creating an erroneous impression about its characteristics, health effects, risks or emissions; labels shall not include any information about the nicotine, tar or carbon monoxide content of the tobacco product;
- b suggests that a particular tobacco product is less harmful than others or aims to reduce the effect of some harmful components of smoke or has vitalising, energetic, healing, rejuvenating, natural, organic properties or has other health or lifestyle benefits;
- c refers to taste, smell, any flavourings or other additives or the absence thereof;
- d resembles a food or a cosmetic product;
- e suggests that a certain tobacco product has improved biodegradability or other environmental advantages.

2 The unit packets and any outside packaging shall not suggest economic advantages by including printed vouchers, offering discounts, free distribution, two-for-one or other similar offers.

3 The elements and features that are prohibited pursuant to paragraphs 1 and 2 may include but are not limited to texts, symbols, names, trademarks, figurative or other signs.