

LAW OF THE REPUBLIC OF ARMENIA

“On Advertising”

Adopted on 30.04.1996,
(latest amendments in force since 07.04.2006)

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Article 15. Peculiarities of Advertising of Certain Kinds of Goods

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5. Advertising of strong (20% and more spirit's volume percentage) alcoholic drinks (excluding cognac) and tobacco through electronic mass media is forbidden.

5.1 Tobacco and alcoholic beverage advertising is prohibited on the first and the last pages of newspapers, or on the first, last pages and covers of magazines.

5.2 In printed mass media means at least 10% of the tobacco advertising must include health warning inscription on the harmful usage of tobacco.

5.3 Outdoor advertising of tobacco is prohibited by means of placards, ad sheets, announcements, billboards, light boards and by all other means.

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Article 27. Effective Date of the Present Law

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The present Law shall come into force on the day of official publication, except the parts 5.2 and 5.3 of article 15, which come into force from October 1, 2006.

THE LAW OF THE REPUBLIC OF ARMENIA
"On restrictions of tobacco sale, consumption and use"

Adopted by the National Assembly of Armenia on December 24, 2004.

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Article 7. Restrictions of Realization of Tobacco Products

1. In the process of realization of tobacco products, it is necessary:

- 1) to avoid selling tobacco products by means of dissemination of false, misleading as well as inaccurate information on the health effect, harms or emitted substances (including description, trademark, logo or other signs, less harmfulness of the product etc.);
 - 2) to prohibit offering tobacco products as a means for promoting other products or for other motivation;
 - 3) not to indicate the brand names and trademarks of tobacco products on sports equipment and accessories, toys, dolls, miniature models of racing cars, video, audio and video-audio games, candy and similar items;
 - 4) to prohibit distribution of all brands of tobacco products or their samples free of charge for promotion purposes;
 - 5) to prohibit dissemination, selling or offering as a premium (prize) of any merchandise (e.g., T-shirts, caps and sport shirts, visors, backpacks, sunglasses, stationary supplies) bearing any tobacco product brand name or trademark displayed so as to be visible to others when worn or used.
- This provision shall not impose any restriction on the appearance of brand names and trademarks of tobacco products on smoking-related items such as cigarette lighters or ashtrays.
Tobacco brand sponsorships during international events, actions or among their participants shall be prohibited.

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