

Bishkek city, Government House  
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## **LAW OF THE KYRGYZ REPUBLIC ‘ON ADEVRTISING’**

(Under the editorship of Laws of the KR from November 30 of 1999 № 134, June 25 of 2002 № 130, January 27 of 2006 № 17, February 6 of 2006 № 35, July 31 of 2006 № 140, August 8 of 2006 № 159 )

### **Chapter II General and special requirements to the advertising**

#### **Article 16. Advertising peculiarities of certain kinds of goods**

1. Advertising alcoholic beverages, tobacco and tobacco products, disseminated by any means, shall not:
    - be disseminated in outdoor advertising
    - be disseminated before, during or after film demonstration in cinema and video service, if the audience of such service is not limited by persons of full age;
    - illustrate the processes of consumption of beer, alcoholic beverages and smoking and create an impression that consumption of beer, spirits, or smoking is important for achievement of public, sports or personal success or improvement of physical or psychological condition;
    - discredit the abstention from consumption of beer, spirits or smoking, contain an information about positive therapeutic characteristics of beer, spirits, tobacco and tobacco products and present their high content in groceries as an advantage;
    - address to minors, use images of persons under 35, and also sayings or participation of persons, who are popular among people under 21;
    - be disseminated in radio and TV programs, in cinema and video service, in printings for minors;
    - be disseminated in front and last pages of newspapers, and also in the first and last pages and covers of magazines;
    - Be disseminated in public transportation, in state, child, educational, health, sports, cultural organizations, parks and squares of cities, and also establishments, situated in not less than 200 meters from them.
- Dissemination of tobacco advertising shall be followed by warning on harmfulness of smoking, and the given warning shall occupy not less than 5 percent of advertising area (space).

#### **It is prohibited:**

- free of charge distribution and/or sale for symbolic payment samples of spirits and tobacco products for advertising in public places, including among minors, and in places, where the entrance of minors is not prohibited;
- sponsorship of activities for minors, where the name, image or trade mark of producers of alcoholic or tobacco products;
- distribution, and sale of goods to the broad circle of persons, who don't have any relation to the process of consumption of alcoholic and tobacco products (T-shirts, head-dresses, umbrellas, bags etc.), where the names and images of alcoholic and tobacco products are placed on their putter side. With the exception of ash-trays, lighters, boxes of matches, trays and other items of everyday life, on the outer side of which are placed the names or images of alcoholic and tobacco products and/or trade marks and logotype in bars restaurants, cafes, hotels and other such places, and also transportation means,

used for distribution of alcoholic and tobacco products and their retail sale. Warning on harmfulness of tobacco use and smoking on these items is not required;

Advertising of alcoholic and tobacco products, advertising reels on radio and television regardless of patterns of ownership from 7 to 22 is prohibited.

2. Advertising of alcoholic products, beer, tobacco and tobacco products, disseminated by any means, shall not:

contain information on characteristics of advertised good, also including information on content and means of production, taste characteristics, and to say that advertised good is less harmful (not harmful), particularly the use of such terms as 'light', 'extremely light', 'low tar and nicotine', 'soft' and other similar terms;

use people, animals and many other images, including puppet, animated, computer images;

use awnings, tents, umbrellas (including seasonal), on the outer side of which the names of beer and/or images of alcoholic and/or tobacco products are placed;

use terms, used in medicine;

use trade signs, trade-marks, 'brands', umbellate 'brands', and names of spirits which were popular earlier;

3. Dissemination of advertising of spirits, tobacco and tobacco products shall be followed by texts, warning:

on harmfulness of tobacco use and smoking;

on ban, sale of spirits (tobacco products) to minors, where both texts shall be done by font of identical size and as a whole occupy not less than 10% of advertising area. The colour of the warning text shall be contrasting to the background colour of the warning.

Under the editorship of Laws of the KR from 6 .02. 2006 № 35, from 8 08. 2006 № 159

**The President  
of the Kyrgyz Republic**

**A. Akaev**

Adopted by Legislative Assembly  
of Jogorku Kenesh of the Kyrgyz Republic

November 26 of 1998.