

LAW “ON MAKING AMENDMENTS IN THE LAW “ON ADVERTISING”

Article 1. Words “and tobacco” shall be removed from part 2 of Article 14 of the Law AL-55 “On Advertising” of April 30, 1996 (hereinafter, the Law).

Article 2. In Article 15 of the Law:

1) Part 1 shall read as follows:

“1. In the cases of advertising of alcoholic beverages it is banned:

a) to inculcate that alcohol has healing, stimulating, soothing, and debilitating features.

b) to motivate consumers to use alcohol, negatively evaluate its moderate use or non-use;

c) to present the high degree of alcohol as a positive feature;

d) to inculcate that the use of alcoholic beverages is substantial for acquiring a pleasant shape, public success or attractiveness;

e) to shoot and depict persons under age of 25 years”.

2) part 2 shall read as follows:

“2. All forms of advertising of tobacco products, their accessories, tobacco substitutes (except the substitutes used for the medical purpose), imitations of tobacco products, including advertising of their use, shall be banned.”.

3) to remove words “and tobacco” from parts 3 and 4;

4) to recognize paragraph “a” of part 5, paragraph “a” of part 5.1, parts 5.2 and 5.3 null and void.

Article 3. This law shall come into force on the 10 day after its official promulgation.

**PRESIDENT OF THE REPUBLIC
OF ARMENIA**

A. SARGSYAN