

EDICT
**Edict of December 31, 1992, establishing the characteristics of posters for
advertising of tobacco inside tobacco shops**

NOR: SANP9203358A

Consolidated version 2013

The Minister of the Budget and the Minister of Health and Humanitarian Action,

In light of Law n° 76-448 of May 24, 1976, concerning the management of the monopoly of processed tobaccos;

In light of Law n° 79-1150 of December 29, 1979, concerning advertising, signs and ancillary signs;

In light of Law n° 91-32 of January 10, 1991, concerning tobacco control and control of alcoholism, and particularly its Article 3;

In light of Decree n° 76-1324 of December 31, 1976, concerning the economic and tax regime for processed tobaccos in continental departments of France;

In light of Decree n° 82-211 of February 24, 1982, concerning the national regulation of signs and establishing certain provisions concerning ancillary signs.

Article 1

- Amended by Edict 2005-09-30 Art. 1 JORF October 14, 2005, in force as of April 14, 2006

Signs for tobacco shops are to be as follows:

The traditional sign for this trade, commonly called the “carrot.” It is represented by a red lozenge, on which the word “Tobacco” may appear. With or without a device for illumination, it is attached to the outside of a tobacco shop;

The commercial sign that must be posted on the façade of each shop. It may not include the word, “tobacco,” and may be filled out with the name of the establishment and the

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representation of the “carrot;”

Ancillary signs intended to indicate the proximity of a tobacco shop. These sign panels may not include the words “tobacco” or “tobacco shop,” and may be filled in with the name of the establishment and representation of the “carrot,” to the exclusion of any other statement.

Article 2

- Amended by Edict 2005-09-30 Art. 1, Art. 2 JORF October 14, 2005, in force as of 14 April 2006

Advertising by posters for tobacco, tobacco products and the ingredients indicated in subparagraph 2 of Article L. 3511-1 of the Code of Public Health, is authorized as long as they are displayed on the inside of the point of sale or the space reserved for the sale of tobacco, and are not visible from outside the establishment.

Article 3

- Amended by Edict 2005-09-30 Art. 1 JORF October 14, 2005, in force as of 14 April 2006

The maximum size of posters is set at 60 x 80 centimeters.

Article 4

- Amended by Edict 2005-09-30 Art. 1 JORF October 14, 2005, in force as of 14 April 2006

Posters may not contain other statements beside the name of the product, its composition, its characteristics and conditions of sale, except for the price, the name and address of the manufacturer and, as appropriate, the distributor, nor of any other graphic or photographic representation than that of the product, its package and the emblem of the brand.

Article 5

- Amended by Edict 2005-09-30 Art. 1, Art. 3 JORF October 14, 2005, in force as of 14 April 2006

Posters must contain the following health message:

”Get help quitting smoking, call 0825-309-310 (0.15 Euros/minute).”

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This statement is to cover at least 25 % of the surface of the advertisement.

The text of the warning required by this Article is to be:

a) Printed horizontally in black, bold Helvetica characters on a white background, and in lower case, except for the first letter of the message;

b) Centered on the surface on which the text is to be printed.

Article 6

· Amended by Edict 2005-09-30 Art. 1 JORF October 14, 2005, in force as of 14 April 2006

The provisions of this Edict shall enter into force as of January 1, 1993.

Article 7

The Director General of Customs and Duties, and the Director General of Health are charged, each within their own domain, with the execution of this Edict, which is to be published in the *Journal officiel* of the French Republic.

The Minister of Health and Humanitarian Action,

BERNARD KOUCHNER.

The Minister of the Budget,

MARTIN MALVY.