

Unofficial Translation

Georgian Law "On Advertising"

(As amended by the Law of Georgia on December 24, 1999)

Article 3. Terms used in the Act

12. Tobacco advertising - advertising that contains a trademark, logo, tobacco product or tobacco producing firm, a demonstration of a tobacco product, its packaging, a box of consumption or a related action.

Article 8. Advertisements for alcoholic beverages and tobacco

1. Advertisements for alcoholic drinks and tobacco products, regardless of the order of distribution, should not create the impression that alcohol or tobacco contributes to the improvement of physical and mental health, success in public or sport.

2. Advertisements must not discredit abstinence from alcohol or tobacco. In this case, it should not contain information about their long therapeutic properties.

3. You may not distribute any form of advertising of alcoholic beverages and tobacco products on the avenues, bridges, squares (and adjacent areas within a radius of 20 meters) in cities and other populated areas and on vehicles.

4. Prohibited in advertisements for alcoholic beverages and tobacco products apply directly to the minors, and to disseminate in any form stipulated in the advertisement to minors of film and video services, radio and television broadcasts, publications.

5. You may not distribute advertising of alcoholic beverages and tobacco products in children's, educational and medical institutions, cultural and sports organizations, as well as within 100 meters of them.

6. Advertisements for alcoholic drinks and tobacco products should not contain a demonstration of the consumption of these beverages and products, to call for their use, include a demonstration of packaging, boxes of tobacco products and alcoholic beverage containers in an open state, and must not violate universally accepted humanistic, ethical and assertive in ethnopsychology morality.

7. Prohibited the dissemination of advertisements of liquor and tobacco products via radio and television to newspapers and magazine covers.

8. Dissemination of advertising of tobacco products (except for distribution of radio and television) must be accompanied by a warning about the dangers of smoking. Advertising of tobacco products, in particular, must contain a written legibly big black letters on white text: "The Ministry of Health warns: Smoking is hazardous to your health." In the advertisement must also appear on one of the following ad: "Smoking causes cancer," "Smoking causes heart disease," "Smoking causes premature death,"

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"Smoking during pregnancy poses a threat to the health of the fetus," "Passive smoking is dangerous to health." Such advertising should occupy not less than 10 percent of the total advertising volume.

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