

---

STATUTORY INSTRUMENTS

---

**2016 No. 507**

**The Tobacco and Related Products Regulations 2016**

**PART 2**

Labelling of tobacco products

**Images of tobacco products targeted at consumers**

**12.**—(1) No person may publish or cause to be published in the course of a business an image of a unit pack or container pack of a tobacco product in connection with an offer for sale to a consumer (in circumstances which are not otherwise made unlawful by the provisions of the Tobacco Advertising and Promotion Act 2002<sup>(1)</sup>) unless the image complies with paragraph (2).

(2) An image of a unit pack or container pack of a tobacco product complies with this paragraph if the pack depicted in the image complies with the labelling and packaging requirements for the lawful supply of the product concerned which are imposed by—

- (a) this Part; and
- (b) regulations 4, 8 and 10 of the Standardised Packaging of Tobacco Products Regulations 2015<sup>(2)</sup>.

---

<sup>(1)</sup> 2002 c. 36. The Tobacco Advertising and Promotion Act 2002 makes provision about the advertising of tobacco products.  
<sup>(2)</sup> S.I. 2015/829.