



New anti-tobacco law in Colombia

According to the latest legislative agenda, a new anti tobacco law has concluded its process in Congress in order to protect the health of people under eighteen years old and the non smoking population within the national territory. The new law regulates consumption, sale, advertising and promotion of tobacco and it also establishes health programs aiming to reduce smoking.

Briefly, we can say that the new law regulates the following aspects: First of all, it forbids the sale of single cigarettes in stores and streets in Colombia; it only allows the sale of no less than ten cigarettes per client. Second, the tobacco companies cannot fix any OOH advertisement of their products. Third, tobacco companies cannot sponsor any type of cultural or sports activities. Fourth, it prohibits the advertisement of cigarettes by any means of communication. Fifth, packaging of tobacco must have images or warnings regarding smoke related damages, occupying at least thirty percent of the face of the package. Finally, the anti-tobacco law is pending for Presidents signature and its enforcement related to advertising and sponsoring will be suspended for two years.