

A Reminder - Tobacco Advertising

A point of sale tobacco advertisement can be no bigger than this card (A5 size), and 30% of its area must be taken up by one of the statutory health warnings and health information, e.g:-

**Smoking kills
NHS Smoking Helpline
0800 1690169**

Note: Separate requirements apply to advertisements in specialist tobacconists for products other than cigarettes and hand rolling tobacco; and to advertisements on vending machines. Please refer to advice leaflet provided for full details.