

**21**

**Tobacco,  
rolling papers  
and filters**

### Scope

The scope of the Tobacco Products rule, in particular, as it relates to advertisements appearing on marketer's own websites where tobacco products are offered for sale, is determined by the relevant UK legislation on tobacco advertising.

The Rolling Papers and Filters rules govern the content of marketing communications, including point-of-sale material, for:

- a. rolling papers and filters
- b. any product if the marketing communication concerned features rolling papers, filters or a pack design of a recognisable brand available in the UK
- c. a product displaying the colours, livery, logo or name of a rolling paper or a brand of filter in a way that promotes smoking and not that branded product.

The Rolling Papers and Filters rules do not apply to marketing communications:

- d. addressed to the trade in its professional capacity in media not targeted at the public
- e. for schemes, events or activities sponsored or financially supported by manufacturers or importers, including sports sponsorship, so long as undue emphasis is not placed on the rolling papers or filters as opposed to the scheme, event or activity
- f. on manufacturers' or importers' websites (see Scope of the Code II q).

Other rules in the CAP Code, such as the sales promotion rules, apply to (d) and (e).

### Rules

#### Tobacco Products

**21.1** Tobacco products may not be advertised to the public.

#### Rolling Papers and Filters

**21.2** Marketing communications for rolling papers or filters must neither encourage people to start smoking nor encourage people who smoke to increase their consumption.

**21.3** Marketing communications for rolling papers or filters must not:

**21.3.1** play on the susceptibilities of those who are physically or emotionally vulnerable, especially the young or immature

**21.3.2** suggest that smoking is natural, safe, popular, glamorous or aspirational or that it can lead to social, sexual, romantic or business success

- 21.3.3** suggest that smoking can enhance people's femininity, masculinity or appearance
- 21.3.4** appeal to the adventurous or rebellious or suggest that it is daring to smoke or that smoking can enhance people's independence
- 21.3.5** link smoking with people who are well known, wealthy, fashionable, sophisticated or successful or who possess other attributes or qualities that may reasonably be expected to command admiration or encourage emulation
- 21.3.6** must not suggest that smoking is healthy, can be enjoyed as part of a healthy lifestyle or that it can aid relaxation or concentration.
- 21.4** Marketing communications for rolling papers or filters must not depict anyone smoking.
- 21.5** Marketing communications for rolling papers or filters must not be targeted at, or be likely to appeal to, people under 18. Anyone depicted in a marketing communication for rolling papers or filters must be, and be seen to be, over 25. No medium may be used to advertise rolling papers or filters if more than 25% of its audience is or is likely to be males under 18 years of age or females under 24 years of age. No direct marketing communication for rolling papers or filters may be distributed to males under 18 years of age or females under 24 years of age.
- 21.6** Marketing communications for rolling papers or filters must not condone or encourage the use of illegal drugs. Except in exceptional circumstances, for example, in the context of an anti-drug message, any reference to illegal drugs will be regarded as condoning their use.
- 21.7** Marketing communications for rolling papers or filters must not be sexually titillating.

