



19 May 2017

(17-2719)

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Committee on Technical Barriers to Trade

Original: English

NOTIFICATION

The following notification is being circulated in accordance with Article 10.6

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| 1. Notifying Member: <u>BRAZIL</u> If applicable, name of local government involved (Article 3.2 and 7.2): |
| 2. Agency responsible: Brazilian Health Regulatory Agency (Anvisa) Name and address (including telephone and fax numbers, email and website addresses, if available) of agency or authority designated to handle comments regarding the notification shall be indicated if different from above: National Institute of Metrology, Quality and Technology (INMETRO) Telephone: +(55) 21 2563.2765 Telefax: +(55) 21 2563.5637 Email: barreirastecnicas@inmetro.gov.br Web-site: www.inmetro.gov.br/barreirastecnicas |
| 3. Notified under Article 2.9.2 [X], 2.10.1 [], 5.6.2 [], 5.7.1 [], other: |
| 4. Products covered (HS or CCCN where applicable, otherwise national tariff heading. ICS numbers may be provided in addition, where applicable): Tobacco products |
| 5. Title, number of pages and language(s) of the notified document: Draft Resolution n. 330, 25 April 2017. (11 page(s), in Portuguese) |
| 6. Description of content: This Draft Resolution provides for advertising, exposure to sale and marketing of tobacco smoking products. The requirements for exposure to sale of tobacco smoking products marketed in the country and other provisions related to the marketing of these products are laid down. This resolution applies to all tobacco smoking products marketed domestically, domestically manufactured and imported, and the exposure of these products to exhibitors or showcases at points of sale. The advertisement of any smoking product derived from tobacco is forbidden, with the exception of the exhibition of the products in exhibitors and showcases, posted in the internal part of the place of sale, unless it is accompanied by health warnings and the message of the prohibition of sale to children under eighteen. The products must not be exposed in close proximity to food products and any other products aimed at the consumption of children and teenagers, so as not to facilitate the visibility and access of tobacco products to children under the age of eighteen. The use of any device or visual resource, sound or light feature that gives prominence to the exposure of the product packaging is forbidden. Also, the use of any type of casing, device or feature that prevents, obstructs or disguises the display of the warnings and in the exhibitors or showcases mentioned in this Resolution is not allowed. It is allowed that manufacturers and importers make available to the retailers exhibitions or showcases in accordance with the determinations contained in this Resolution before its entry into force. After the entry into force of this Resolution, exhibitors or showcases of tobacco smoking products that are not in accordance with this Resolution shall be removed from the establishments and collected by the responsible company. This resolution comes into force 12 months after its publication. |

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| 7. | Objective and rationale, including the nature of urgent problems where applicable: Protection of Human Health |
| 8. | Relevant documents: (1) Brazilian Official Journal (Diário Oficial da União), 27 April 2017; Section 1 page 70; (2) Not stated; (3) Brazilian Official Journal; (4) Not stated |
| 9. | Proposed date of adoption: To be determined after the end of the consultation period. Proposed date of entry into force: This resolution comes into force 12 months after its publication. |
| 10. | Final date for comments: 26 May 2017 |
| 11. | Texts available from: National enquiry point [] or address, telephone and fax numbers and email and website addresses, if available, of other body: Agency Responsible Brazilian Health Regulatory Agency (Anvisa) SIA, Trecho 5, Área Especial 57 Brasília – DF/Brazil CEP: 71.205-050 Phone.: +(55) 61 3462.5402 Website: www.anvisa.gov.br http://portal.anvisa.gov.br/documents/10181/3219394/CONSULTA+P%C3%9ABLICA+N+330+GGTAB.pdf/12ecd5a9-9367-49eb-9bfd-650d4106bdbd |