



[Israel]

Records

The Book of Statutes

2 Sivan 5782

2974

1 June 2022

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**Law Prohibiting Advertising and Restricting Marketing of Tobacco and Smoking Products
(Amendment No. 8), 5782 / 2022***

Amendment of Section 3	1. In the Law Prohibiting Advertising and Restricting Marketing of Tobacco and Smoking Products, 5743 / 1983 ¹ (hereinafter – the Main Law), in Section 3(b), Paragraph (1): deleted.
Amendment of Section 5	2. In Section 5(a) of the Main Law, “In Section 3(b)(1) and (2)” is replaced by “In Section 3(b)(2).”
Annulment of Section 6	3. Section 6 of the Main Law: Annulled.
Amendment of Section 7	4. In Section 7(a) of the Main Law, “In Section 3(b)(1) and (2)” is replaced by “In Section 3(b)(2).”
Amendment of Section 9A	5. In Section 9A of the Main Law: (1) In Subsection (A), “In Section 3(b)(1) and (2)” is replaced by “In Section 3(b)(2).” (2) Subsection (B) is replaced by: “(B) A report as stated in Subsection (A) shall be submitted together with a statement from the manufacturer or the importer in which it declares that the information that it has submitted is true and complete; and if it is a corporation, together with a statement as stated from the corporation’s chief executive officer.” (3) In Subsection (C), the final section starting with the words “as well as the total expenses” – is deleted.
Amendment of Section 11	6. In Section 11(a) of the Main Law, Paragraph (5) is deleted.
Amendment of the Addendum	7. In the Addendum to the Main Law, in the title, “In Section 3(b)(1) and (2)” is replaced by “In Section 3(b)(2).”
Application	8. This law goes into effect on 16 Nisan 5789 (1 April 2029) (hereinafter: the Implementation Date).
Instructions for the transition	9. (A) Despite what is stated in Section 8, during the period between the publication date of this law to the periods below, as applicable, Section 3(b)(1) of the Main Law shall be read as follows: (1) Until 2 Sivan 5785 (31 March 2025), in Subparagraph (B), “identical in size to the area” is replaced by “double the area;” (2) Until the eve of the Implementation Date, the following comes after Subparagraph (B): “(C) In advertising, a smoking product or type of smoking product shall not be represented as preferable to another type of smoking product; (D) In advertising, a two-dimensional barcode (QR code) or a reference to a website shall not be presented; (E) In advertising, a smoking product shall not be represented, except by a picture, illustration, or drawing of the uniform packaging of the same product as it is defined in Section 9B(a).” (B) Despite what is stated in Section 8, in the period from 3 Nisan 5785 (1 April 2025) to the eve of the Implementation Date, the Main Law shall be read as follows: (1) In Section 6, the following shall appear after Subsection (A): “(A1) No one shall place a permitted advertisement in a printed newspaper in accordance with Section 3(b)(1) unless all of the following conditions are met:

* Received in the Knesset on 1 Sivan 5782 (31 May 2022); the bill and explanatory notes were published in the Knesset Bills – 894 on 29 Adar I 5782 (2 March 2022), page 75.

¹ Book of Statutes 5743 [1982-1983], page 38; 5779 [2018-2019], page 166.

- (1) A notice has been published on the newspaper's website regarding all the areas in the newspaper that have been allocated to permitted advertisement during the 12 months starting on 1 April of the fiscal year prior to the year of the publication of the notice; the notice shall be published each year, soon after 1 April. For newspapers that do not have a website, the notice shall be published in the newspaper itself.
- (2) The total area in the newspaper that has been allocated to permitted advertising in the period commencing on the first day of the month in which the latest notice was published, as stated in Paragraph (1), and ending on the date on which it seeks to place a permitted advertisement, must not exceed 75% of the total area in the newspaper that has been allocated to the permitted advertising as published in the latest notice, as stated in Paragraph (1);"
- (2) In Section 11(a), the following shall appear after Paragraph (5):
"(5A) One who places a permitted advertisement in a printed newspaper as stated in Section 3(b)(1), with the absence of one of the conditions enumerated in Section 6(A1)(1) or (2);".

Yitzhak Herzog
President

Naftali Bennett
Prime Minister

Mickey Levy
Speaker of
the Knesset

Nitzan Horowitz
Minister of Health

