

Current text of TVPA	Proposed text of TVPA
<p><b>Advertising appealing to young persons</b></p> <p><b>30.1</b> No person shall promote a vaping product, a vaping product-related brand element or a thing that displays a vaping product-related brand element by means of advertising if there are reasonable grounds to believe that the advertising could be appealing to young persons.</p>	<p><b>Prohibition</b></p> <p><b>30.1</b> No person shall promote a vaping product, a vaping product-related brand element or a thing that displays a vaping product-related brand element except as authorized by this act or the regulations.</p>
<p><b>Lifestyle advertising</b></p> <p><b>30.2</b> No person shall promote a vaping product, a vaping product-related brand element or a thing that displays a vaping product-related brand element by means of lifestyle advertising.</p>	<p><b>Exception</b></p> <p><b>30.2(1)</b> Subject to the regulations, a person may advertise a vaping product by means of information advertising or brand-preference advertising that is in</p> <ul style="list-style-type: none"> <li><b>(a)</b> a publication that is addressed and sent to an adult who is identified by name; or</li> <li><b>(b)</b> signs in a place where young persons are not permitted.</li> </ul> <p><b>Lifestyle advertising</b></p> <p><b>30.2(2)</b> Subsection 30.2(1) does not apply to lifestyle advertising or advertising for which there are reasonable grounds to believe that it could be appealing to young persons.</p> <p><b>Definitions</b></p> <p><b>30.2(3)</b> The definitions in this subsection apply in this section.</p> <p><b>brand-preference advertising</b> means advertising that promotes a vaping product by means of its brand characteristics. (<i>publicité préférentielle</i>)</p> <p><b>information advertising</b> means advertising that provides factual information to the consumer about</p> <ul style="list-style-type: none"> <li><b>(a)</b> a product and its characteristics; or</li> <li><b>(b)</b> the availability or price of a product or brand of product. (<i>publicité informative</i>)</li> </ul>