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# 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 promotional marketing rules, apply to (d) and (e).

From 29 October 2026, the Tobacco and Vapes Act 2026 prohibits the free distribution and the selling at a substantial discount of certain products to the public. These products are tobacco products, herbal smoking products, cigarette papers, vaping products and nicotine products. Marketers must ensure their marketing communications comply with the law. For more information, please refer to CAP Advertising Guidance on Tobacco, vaping and related products: prohibition on free distribution and discount.

For other marketing communications for tobacco products, rolling papers and filters, the rules in this section continue to apply.

# 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 under 18. No direct marketing communication for rolling papers or filters may be distributed to anyone under 18.

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.