



Sharon Hodgson MP
Parliamentary Under-Secretary of State for Public Health and
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15 April 2026
By email

Dear Sharon,

Ref: Heated tobacco products

Thank you for writing to me on 7 April about the advertising of heated tobacco products.

We recognise the importance of the Government's aim to create a smoke free generation and support current smokers to quit and discourage anyone taking up tobacco in the first place. We place strong emphasis on protecting people from potential advertising-related harms and accordingly have strict rules in place surrounding the advertising of tobacco products and vaping products. Those rules reflect UK legislation.

We welcome your letter on the amendment of the definition of 'tobacco products' under the Tobacco Advertising and Promotion Act 2002 (TAPA) by the Tobacco and Vapes Bill, and that the Bill is expected to receive Royal Assent shortly. When the relevant provision in the Bill comes into force on Royal Assent, the ASA will start considering cases concerning heated tobacco advertising under our existing rules on tobacco advertising. Relevant guidance will also be updated to reflect the change to the definition of 'tobacco products' under TAPA.

In the coming months, the Committee of Advertising Practice (CAP) and Broadcast Committee of Advertising Practice (BCAP) will also likely consult on proposals for changes to the UK Advertising Codes to reflect the relevant new advertising restrictions on tobacco, vaping, nicotine and related products once the Bill receives Royal Assent. They will look to

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implement such changes to the Codes in line with the implementation date of new advertising restrictions to be specified in regulation by the Secretary of State.

In short, we stand ready to support the Government once the Bill receives Royal Assent.

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'Guy', is positioned above the printed name.

Guy Parker
ASA Chief Executive