

7. CIGARETTE BRANDS / TOBACCO COMPANIES / SMOKING

Guidelines

- Advertisements that promote smoking, cigarette and tobacco brands are prohibited by the law.
- Advertisements for non-tobacco products that are associated with tobacco brand names are not acceptable, unless approval is obtained from the Health Sciences Authority (HSA). However, blanket exemption has been granted to Singapore Press Holdings (SPH) - subject to the following conditions that such product advertisements:
 - do not feature tobacco products or promote its use
 - are not submitted by or on behalf of tobacco manufacturing companies
 - cover only the exempted brands namely:
 - Alfred Dunhill
 - Cartier
 - Yves Saint Laurent (YSL)
 - Davidoff Parfums
 - ST Dupont
 - Hugo Boss/Boss.
- Please note that the HSA approval **does not cover** advertisements featuring corporate or brand endorsements **without** non-tobacco product mention; e.g company or brand sponsoring an event; congratulating a golfer for winning a major tournament; etc.
- Advertisers of such ads will still need to seek approval from HSA at least 7 working days before the intended publication date.
- List of cigarette brands on sale in the market:

Ashima	Hero	Rave
Barclay	Hope	Rothmans
Benson & Hedges	Hudson	Red ^
Bentoel	Jet	Salem
Boss	Kent	Sampoerna
British American Tobacco	LA Lights	Seven Stars
Capri	L&M Lights	Silk Cut
Cabin	Limos	Star
Camel	London	Stars
Caster	Lucky Strike	State Express 555
Cartier	Marlboro	S T Dupont
Century	Mild Seven	Superslims
Chong Hwa	More	Texas 5
Columbus	Navy	Tiffiney
Complement	Neptune Navy Cut	United
Consulate	Newport	Vanilla Flavour
Davidoff	Next	Virginia Slims
Double Happiness	Pall Mall	West
Dunhill (Alfred Dunhill)	Peter Stuyvesant	Winfield
Djarum	Philip Morris	Winner
Garrick	Pine	Winston
Gentori	Player's Gold Leaf	X-tra
Gold Coast	Premier	Yves Saint Laurent
Gold Flake	Prince	5 Star
Gudang Garam	Raffles	88 Lights Triple

Reference

*Section 3(1)
Smoking
(Control of Ads &
Sale of Tobacco)
Act Cap 309.*

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