

Full title of law or regulation

Alcohol Ordinance (1994:2046)
<http://www.notisum.se/rnp/sls/lag/19942046.HTM>

Title of relevant section

Sections 27 and 28; Information texts in alcohol advertising

Section 27

Clauses

The following information texts shall be used in advertisements in the cases referred to in Chapter 4, Section 11 c of the Swedish Alcohol Act 1994:1738:

<http://www.notisum.se/rnp/sls/lag/19941738.htm>

1. Alkohol kan skada din hälsa (Alcohol can harm your health).
2. Alkohol är beroendeframkallande (Alcohol is addictive).
3. Alkohol kan orsaka nerv- och hjärnskador (Alcohol can cause damage to nerves and the brain).
4. Alkohol kan orsaka skador på lever och bukspottskörtel (Alcohol can cause damage to the liver and pancreas).
5. Alkohol kan orsaka hjärnblödning och cancer (Alcohol can cause cerebral haemorrhage and cancer).
6. Varannan förare som omkommer i singelolyckor i trafiken är alkoholpåverkad (Half of drivers who die in road traffic accidents involving just one vehicle are under the influence of alcohol).
7. Hälften av alla som drunknar har alkohol i blodet (Half of all people who drown have alcohol in their blood).
8. Alkohol i samband med arbete ökar risken för olyckor (Alcohol at work increases the risk of accidents).
9. Alkoholkonsumtion under graviditeten kan skada barnet (Alcohol consumption during pregnancy can damage the child).
10. Barn som får alkohol hemma dricker sig berusade oftare än andra barn (Children who are given alcohol at home drink to intoxication more frequently than other children).
11. Att börja dricka i tidig ålder ökar risken för alkoholproblem (Starting to drink at an early age increases the risk of alcohol problems).

Section 28

Clauses

The information text referred to in Section 27 shall:

1. Be printed in bold Helvetica font,
 2. Be printed with a font size that means that the text covers the greatest possible proportion of the area reserved for it,
 3. Be reproduced in black ink on a white background,
 4. Be centred in the area in which the text is printed,
 5. Be surrounded by a black frame that does not infringe on the area reserved for the information text,
 6. Cover at least 20% of the area of the advertisement, and
 7. Be placed horizontally and such that it is easy to read. Ordinance (2004:1046).
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