

ADVERTISING LAW

(OFFICIAL GAZETTE OF SERBIA, NO. 79, 2005)

RELEVANT ARTICLES:

Article 43.

Advertising message cannot contain false statements that a product or a service has positive or negative impact on health or environment, especially if it is promoted by slogans such as “environmentally safe”, “environmentally harmless”, “ecological nutrition”, “healthy food” and similar words or symbols bearing same meanings.

Article 79.

Advertising of milk, other foods and beverages for newborns and infants, and kits for their usage, is forbidden.

CONSUMER PROTECTION LAW

(OFFICIAL GAZETTE OF SERBIA, NO. 79, 2005)

RELEVANT ARTICLES:

Article 8.

It is forbidden to offer milk, other foods and beverages for newborns and infants, and kits for their usage, which replace natural way of feeding, solely or together with other products, outside retailing facilities.

Article 50.

In accordance with the law, it is forbidden to advertise milk, other foods and beverages for newborns and infants, and kits for their usage.