

What are the limits on advertising tobacco products?

Retailers in B.C. cannot sell, display, advertise or promote tobacco or vapour products (including related accessories) to youth.

Limits on displaying tobacco products and accessories

If you sell tobacco and have a store that only allows adults 19 years of age and older to enter (youth are not allowed inside of the store and the display of tobacco products or accessories cannot be seen from outside of the store), then you can display tobacco and accessories that may be used with tobacco, such as papers, ashtrays, pipes and humidors within the store.

If you sell tobacco and allow all ages to enter your store, then you cannot display tobacco products. You also must restrict any advertisement or promotion of tobacco. This includes making sure:

- There are no signs, clothes, mugs, lighters and other accessories that display the name of a tobacco brand or manufacturer. This includes any products that might have a design, symbol or graphic that would identify a tobacco brand or manufacturer.
- There are no products displayed (e.g., pipes, ashtrays, filters, papers) whose *primary purpose* is tobacco related. It is not enough to say that the rolling paper could also be used with cannabis. As a tobacco retailer, the primary purpose of the rolling paper is to make a cigarette so it cannot be displayed. You may continue to sell these products to your adult customers.

In your store, you may have up to 3 signs that inform customers about the kinds (but not the brands) of tobacco that are sold, but these signs must be quite basic. Text must be black and small in size – printed on a white letter-size sheet of paper. More information can be found in section 4.32 of the [Tobacco and Vapour Product Control Regulation](#).

If you have specific questions or want to ensure you are compliant with the provincial requirements, please contact your **local health authority**. Health authority enforcement officers work with retailers in their communities to help ensure compliance with the legislation.

For information on the sections of the legislation related to display or promotion of tobacco and vapour products, please refer to s. 2.4 of the [Tobacco and Vapour Products Control Act](#) and s. 4.31 of the [Tobacco and Vapour Products Control Regulation](#).

Please note that your local government or the federal government may have additional requirements that must be met. The above information speaks only to the requirements set by the Province of British Columbia.