

## **Extract from Alcohol decree (1994:2046)**

### **Information texts**

27 § Information texts to be used in advertising according to Alcohol law, chapter 4, 11c §

1. Alcohol may damage your health
2. Alcohol is habit-forming
3. Alcohol may cause nerve- and brain damage
4. Alcohol may cause damage to your liver and
5. Alcohol may cause cerebral haemorrhage and cancer
6. One out of two casualties in one-person traffic accidents are under the influence of alcohol
7. Alcohol is involved in one out of two deaths by drowning.
8. Alcohol in connection with work increases the risk of accidents
9. Alcohol consumption during pregnancy may cause damage to the health of the unborn child
10. Children who are served alcohol at home become drunk more often than other children
11. If you start drinking at an early age you will increase your risk of having alcohol problems

28 § Health warnings must comply with the following:

1. Typed with Helvetica bold
2. Typed with black on white background
3. The text must take out as much space as possible in the area designated for the health warning
4. The text must be centered
5. The text must be surrounded by a black border
6. Must cover at least 20% of the ad
7. Must be placed horizontally and in such a way that it is easily readable.

Decree (2004:1046)

### **NOTE!**

The information texts are freely translated