

SENACON opens public consultation on ordinance that aims to regulate advertising to children

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On January 16, 2020, the Brazilian National Consumer Agency ("SENACON") submitted to public consultation a draft for a new regulation regarding advertising targeted at children and teenagers. The draft regulation proposes, among other general provisions, the definition of *"advertisement"* as *"any message, conveyed in written form, through sounds or through sounds and images, which, directly or indirectly, in analog or digital media, seeks to promote the consumption of the advertiser's products or services"*.

The proposal establishes **express prohibition** of the use of any imperative messaging directed at children and of any merchandising or indirect advertising campaign featuring children or visual elements which could draw the attention of such audience. Furthermore, it presents specific parameters for advertising of specific products such as soft drinks, alcoholic beverages, over-the-counter pharmaceutical products and fire guns.

Suggestions and comments to the draft may be sent to SENACON until February 27, 2020, through an online form available [in this link](#).

For more information on this topic, please feel free to contact our Marketing & Entertainment Law team at fernanda.magalhaes@kasznarleonardos.com.