

- (k) contain an endorsement of any such product, personally or by implication, either directly or indirectly, by any person, character or group who is or is likely to be a role model for minors because of achievement, reputation or exposure in the mass media;
- (l) contain scenes in which any such product is consumed or give the impression, visually or in sound, that it is being or has been consumed;
- (m) portray any such product, or its consumption, in an immoderate way; and
- (n) exaggerate the importance or effect of any aspect of the product or its packaging.