

Table 2: Major Provisions of U.S. Food and Drug Administration Regulations, 1996

1. FDA claims authority to regulate tobacco products because they are "drug-delivery" devices (nicotine is a drug) and FDA has authority to regulate medical devices.
2. No sales to anyone under 18, photo identification
3. Free samples banned
4. No vending machine sales except in locations where nobody below age of 18 can enter.
5. No sales of "kiddie packs" of less than 20 cigarettes
6. Packages must bear warning "Nicotine delivery devices for persons 18 or older."
7. Outdoor advertising banned within 1000 feet of public playgrounds, elementary and secondary schools
8. Billboard advertising restricted to black text on white backgrounds; no photos
9. Full-color advertising and photos allowed in adult-oriented publications, defined as those having less than 15 percent readership of people 18 years of age or younger and read by fewer than two million young people
10. No nonnicotine products may display tobacco company logos.
11. No free gifts for purchasing cigarettes and smokeless tobacco products
12. No sponsorship of social or cultural events or teams under brand name of tobacco product, but corporate sponsorship is allowed if it does not include a brand name.
13. Tobacco companies must pay into fund for health warnings about cigarettes