

Possible restrictions on the advertising of food and non-alcoholic beverages that contain *warning stamps and captions*

The Federal Executive published on the page of the National Regulatory Improvement Commission (**CONAMER**) a Draft Decree amending various provisions of the Regulation of Sanitary Control of Products and Services (**RCSPS**) and the Regulation of the General Health Law in Advertising Matters (**RMP**) to align their content with the Official Mexican Standard NOM-051-SCFI/SSA1-2010, General labeling specifications for prepackaged food and non-alcoholic beverages – Commercial and sanitary information (NOM-051-SCFI-2010).

The purpose of the changes to the RMP is, among other things, to prevent the advertising of food and non-alcoholic beverages that according to the NOM-051-SCFI-2010 must have *warning stamps*, from including children's characters, animations, animated drawings, celebrities, athletes or pets, interactive elements, as well as special visual games or digital downloads, intended for children that incite, promote or foster the consumption, purchase or choosing of such products and to require the inclusion of the corresponding warning stamps in the advertising of these types of products. In other words, certain restrictions on the labeling of certain products under the NOM-051-SCFI-2010 will be extended to their advertising.

The main purpose of the changes to the RCSPS is to include in this regulation the various changes to the NOM-051-SCFI-2010, the first stage of which will enter into force on October 1, 2020.

The Draft Decree will be on the page of the CONAMER for at least 20 business days, for comments by all interested parties. The draft can be found at the following link: <http://187.191.71.192/mirs/49491>.

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