

12-1-2003

We've Come a Long Way Baby (Or Have we?): Banning Tobacco Advertising and Sponsorship in the European Union

Melissa Alegre

Follow this and additional works at: <http://lawdigitalcommons.bc.edu/iclr>

 Part of the [Marketing Law Commons](#)

Recommended Citation

Melissa Alegre, *We've Come a Long Way Baby (Or Have we?): Banning Tobacco Advertising and Sponsorship in the European Union*, 26 B.C. Int'l & Comp. L. Rev. 157 (2003),
<http://lawdigitalcommons.bc.edu/iclr/vol26/iss1/9>

This Notes is brought to you for free and open access by the Law Journals at Digital Commons @ Boston College Law School. It has been accepted for inclusion in Boston College International and Comparative Law Review by an authorized editor of Digital Commons @ Boston College Law School. For more information, please contact nick.szydowski@bc.edu.

bition of tobacco advertising and sponsorship, which has a more limited scope than the Directive, would most likely withstand a legal challenge to its validity. Finally, the Community should propose a new directive similar in scope to the one annulled under the public health provisions of the Treaty of Amsterdam.