

## **Title of the Master's Thesis:**

Tobacco Products Regulation

## **Abstract:**

The submitted diploma thesis focuses on the issue of tobacco products regulation. The aim of the work is to analyse substantive law governing tobacco products in all its aspects so that the work provides a comprehensive overview of substantive law with regards to tobacco product's "life cycle", from production to consumer. The first chapter describes the methodology and existing literature, providing the reader with an overview of key sources on which it was possible to base the writing of the work. The second chapter deals with historical developments and applicable law at the European and international level. The following chapters deal with the individual aspects of tobacco product's regulation. Chapter 3 deals in great detail with the regulation of the product itself (i.e. product layout, content and ingredients, requirements for its packaging, and requirements for traceability and traceability of products). In the Czech Republic relatively benevolent regulation of tobacco products advertising is covered in Chapter 4. The issue of restrictions on use and sale of tobacco products can be found in Chapter 5, including the recently introduced ban on smoking in restaurants, bars, cafes and similar premises. To provide full overview, the last chapter focuses on excise tax on tobacco products, for both traditional and those that have recently appeared on the market. At the beginning of each chapter, attention is paid to a brief historical development, especially the legislation immediately preceding the current regulation. The work is focused on both effective legislation, where it tries to outline the problems and shortcomings that this current legislation brings, as well as on the legislation currently being prepared, that seeks to minimize existing deficiencies. The work is interspersed with practical examples that should demonstrate the obligations arising from the legislation and some of the pitfalls that the interpretation of the regulation in question brings.

## **Key words:**

Tobacco Products, Advertisement, Smoking