

## **Abstract**

The aim of this thesis is to provide a comprehensive insight of the impact of nicotine products on the Czech market. The theoretical part characterizes tobacco, nicotine and their effects on the human body, the history of tobacco use and its development. It presents a basic overview of current knowledge about nicotine addiction, motivation to use it and briefly introduces the basic preventive measures and state legislation concerning the operation of tobacco and nicotine companies on our market. Furthermore, specific examples of tobacco products from history and examples of anti-smoking campaigns from the Czech Republic and around the world are introduced. The last chapter of the theoretical part describes the influence of this communication on children and adolescents. The practical part is focused on the current advertising communication of selected brands and specifies nicotine products in more detail. This part of the work aims to map the current communication of HTP brands IQOS, gloand and e-cigarettes in the Czech Republic. For this purpose, the communication of brands on social networks, in past campaigns, published publications and on the website where the companies operate is described. At the end of this work is summarized how nicotine products currently operate on the Czech market and the current situation according to the findings, which were described in the practical part is identified.