

Misleading advertising and comparative advertising (amend. Directive 84/450/EEC)

1991/0343(COD) - 28/05/1991 - Legislative proposal

The purpose of this proposal is to harmonise the laws on comparative advertising in order to ensure that the consumer's right to information is respected and that appropriate safeguards exist to avoid conflicts between advertisers due to incompatible national laws. The proposal will not permit Member States to retain or adopt provisions which would ensure more extensive protection in the area of comparative advertising, unlike misleading advertising for which Member States are permitted to adopt stricter legislation.