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

1991/0343(COD) - 03/07/1996 - Commission communication on Council's position

The Commission accepted the amendments introduced by the Council and supported the common position. However, it wished to clarify its interpretation of article 7, point 4 of the common position, i.e. that if national legislation banned advertising of certain products or services (irrespective of which), comparative advertising of those products and services would also be banned.