Misleading and comparative advertising. Codification

2006/0070(COD) - 19/05/2006 - Legislative proposal

PURPOSE: to codify the Directive on misleading and comparative advertising.

PROPOSED ACT: Directive of the European Parliament and of the Council.

CONTENT: the purpose of this proposal is to undertake a codification of Council Directive 84/450/EEC concerning misleading and comparative advertising. This is being done in accordance with EU provisions for the simplification and clarification of EU law given that Directive 84/450/EEC has been subject to numerous amendments.

The new Directive will supersede the various acts incorporated in it whilst fully preserving the content of the acts being codified. It does no more than bring them together with only such formal amendments as are required by the codification exercise itself.