Misleading and comparative advertising. Codification

2006/0070(COD) - 12/12/2006 - Final act

PURPOSE: to codify Council Directive 84/450/EEC concerning misleading and comparative advertising.

LEGISLATIVE ACT: Directive 2006/114/EC of The European Parliament and of The Council concerning misleading and comparative advertising (codified version).

CONTENT: the purpose of this proposal is to codify Council Directive 84/450/EEC concerning misleading and comparative advertising. In codifying legislative acts that have been amended frequently the EU is seeking to both simplify and clarify EU legislation. The new Directive will supersede the various acts incorporated in it. It fully preserves the content of the acts being codified and hence does no more than bring them together, with only such formal amendments as are required by the codification exercise itself.

ENTRY INTO FORCE: 12 December 2007.