

Message 001

Communication from the Commission - TRIS/(2025) 3737

Directive (EU) 2015/1535

Notification: 2025/0781/LT

Notification of a draft text from a Member State

Notification – Notification – Notifizierung – Нотификация – Oznámení – Notifikation – Γνωστοποίηση – Notificación – Teavitamine – Ilmoitus – Obavijest – Bejelentés – Notifica – Pranešimas – Paziņojums – Notifika – Kennisgeving – Zawiadomienie – Notificação – Notificare – Oznámenie – Obvestilo – Anmälan – Fógra a thabhairt

Does not open the delays - N'ouvre pas de délai - Kein Fristbeginn - Не се предвижда период на прекъсване - Nezahtuje prodlení - Fristerne indledes ikke - Καμμία έναρξη προθεσμίας - No abre el plazo - Viivituste perioodi ei avata - Määräaika ei ala tästä - Ne otvara razdoblje kašnjenja - Nem nyitja meg a késésekét - Non fa decorrere la mora - Atidėjimai nepradedami - Atlikšanas laikposms nesākas - Ma jiftaħ il-perijodi ta' dewmien - Geen termijnbegin - Nie otwiera opóźnień - Não inicia o prazo - Nu deschide perioadele de stagnare - Nezačína oneskorenia - Ne uvaja zamud - Inleder ingen frist - Ní osclaíonn sé na moilleanna

MSG: 20253737.EN

1. MSG 001 IND 2025 0781 LT EN 19-12-2025 LT NOTIF

2. Lithuania

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4. 2025/0781/LT - X00M - GOODS AND MISCELLANEOUS PRODUCTS

5. Draft Law No. XVP-447(3) on Amendments to Articles 8(5), 9, 9(3), 9(4), 9(9), 9(10), 9(11), 17 and 26 of the Republic of Lithuania Law on Control of Tobacco, Tobacco Products and Related Products No. I-1143

6. Heated tobacco products and herbal smoking products, as well as electronic cigarettes, and their refill

containers

7.

8. The draft Law aims to:

- 1) Establish a requirement to provide information on smoking cessation, including telephone numbers, email addresses or websites where consumers can obtain information about support programmes for people wishing to quit smoking, on the packaging of heated tobacco products and herbal smoking products, as well as in the information leaflets of electronic cigarettes and their refill containers. Implementation of this requirement would entail displaying the contact details of the National Smoking Cessation Helpline (hereinafter the “Helpline”), thereby increasing public awareness and visibility of the Helpline’s contact information and website, boosting call volumes, and encouraging the use of nationwide, free cessation support services. This measure is intended to enhance the effectiveness of smoking cessation efforts, reduce nicotine dependence, and mitigate the health, social, and economic harms caused by smoking;
- 2) Provide, in the Law on Tobacco Control, for the administrative services performed by the Department of Drug, Tobacco, and Alcohol Control (hereinafter DDTAC) in relation to product notifications submitted by tobacco product manufacturers and importers via the EU-CEG portal, for which a state fee would be levied on manufacturers and/or importers of tobacco products and related products; establish a time limit of 20 working days from the date of receipt of the notification within which the DDTAC assesses the compliance of the product information provided in the notification with the requirements of the Law on Tobacco Control and publishes this information on its website (while providing a 10-working-day period for economic operators to remedy deficiencies, which is not included in the aforementioned 20-day period); and establish a uniform six-month period for all tobacco products and related products from the submission of information in the EU-CEG portal until the placing of the product on the market;
- 3) Clarify the provisions on the information required to be displayed at retail points of sale of tobacco products and related products (for example, at cash registers) and provide that, alongside the existing information (warnings) on the harmful effects of tobacco use on health, information must also be displayed indicating where further information on the harms of tobacco and assistance for quitting smoking can be found. In implementing this requirement, the Helpline would be indicated. This amendment aims to increase the dissemination of information about the Helpline and its services (creating an additional important channel for promoting the Helpline, where large numbers of people frequently pass through and could see information about it).

9. The proposed amendments to the law are justified as follows:

- 1) In accordance with Article 11 of the World Health Organization Framework Convention on Tobacco Control and its implementation guidelines, countries that have smoking cessation helplines are encouraged to promote them together with graphic health warnings on cigarette packaging. Research indicates that co-displaying the Helpline on cigarette packs together with graphic pictorial warnings can produce a synergistic effect – increasing public awareness of the Helpline, strengthening intentions to quit, improving perception of health risks, and raising the number of calls to the Helpline. The example of Australia shows that when new graphic health warnings and the Helpline number were introduced on cigarette packages in 2006, the number of calls to the Helpline doubled. The experience of the Netherlands likewise confirms an increase in calls to the Helpline when it is indicated alongside pictorial health warnings. Canada’s experience of displaying the Helpline on new tobacco packaging with health

warnings demonstrates that this measure increases access to treatment for nicotine dependence and helps reduce inequalities related to tobacco use by improving access to smoking cessation services for young men and individuals with secondary or lower levels of education;

2) Currently, the Law on Tobacco Control does not provide for a uniform time limit, which allows different requirements to be applied to different products, creating unequal competitive conditions and potential legal uncertainty. Establishing a uniform six-month period for all products would create equal competitive conditions for all economic operators, regardless of product type, and ensure greater legal clarity and predictability for both authorities and businesses. This would also enable manufacturers and distributors to better plan product placement on the market, labeling, logistics and marketing activities, and ensure compliance with applicable legislation, while facilitating supervision and control by authorities, as a harmonised process is easier to administer and assess. The objective of this regulation is to ensure a clear, transparent and uniform process for the assessment of information and market access of all tobacco products and related products.

This would also optimise (reduce) the volume of notifications submitted to the EU-CEG portal (currently, the number of notifications declared in the EU-CEG system does not reflect the actual market situation, as in the absence of a fee economic operators may submit an unlimited number of notifications and products declared in the EU-CEG system do not necessarily reach the Lithuanian market), ensure that products placed on the market comply with the information declared in the notification and with the requirements of the Law on Tobacco Control, and ensure that the administrative services provided by the DDTAC are remunerated and that revenue is collected for the state budget. The proposed legal regulation would enable effective market surveillance, as supervisory authorities (not only the DDTAC), having access to information on products authorised for placement on the market, would be able to use their resources more efficiently in carrying out inspections and removing from the market products that do not comply with the requirements of the Law on Tobacco Control. Notifications submitted to the EU-CEG system and products placed on the market prior to the entry into force of this Law (and published on the DDTAC website) will not be subject to this legal regulation; however, products placed on the market must comply with the applicable requirements of the Law on Tobacco Control;

3) By clarifying the information required to be displayed at retail points of sale of tobacco products and related products (for example, at cash registers) and by indicating, alongside existing health warnings, information about the Helpline, the dissemination of available services would be enhanced.

10. References to main texts:

11. No

12.

13. No

14. No

15. No

16.

TBT aspects:

The draft is a technical regulation or a conformity assessment

SPS aspects: No

European Commission

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