

Other material**Other material**

Member State: Lithuania

Title: Short Brochure on the Guidelines on the Assessment of Misleading and Prohibited Comparative Advertising

Emanating from: Competition Council of the Republic of Lithuania

URL:

Keywords: advertiser, advertising, comparative advertising, misleading advertising

PDF:

Directive Articles

Misleading and Comparative Advertising Directive, [link](#)

Headnote

The main aim of the brochure is to provide a short bullet-pointed legal assessment of misleading and comparative advertising by pointing out essential criteria, under which such advertising is prohibited.

General Note

Full text

N/A