

Commercial Advertising and Unfair Commercial Practices Regulation Amended to Include Misleading Packaging

16 Mar 2021

The Commercial Advertising and Unfair Commercial Practices Regulation was recently amended with the amendment regulation ("**Amendment Regulation**") published in Official Gazette dated 3 February 2021, and numbered 31384, to include misleading packaging under the rubric of unfair and deceptive commercial practices. The Amendment Regulation is effective as of 1 April 2021.

Deceptive commercial practices may result in suspension of marketing and sale of the subject product for three months, and an administrative fine of TRY 11.429,00 per violation under article 77 of the Consumer Protection Law number 6502.

The full text of the Amendment Regulation is available at this [link](#). (Only in Turkish)

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