

ALERT

TOBACCO BRANDS ARE QUIETLY RESURFACING ACROSS ETHIOPIAN SOCIAL MEDIA, ONLINE SHOPS, AND EVERYDAY CONSUMER PRODUCTS—IN OPEN DEFIANCE OF A NATIONAL BAN, AND AIMED SQUARELY AT YOUNG PEOPLE

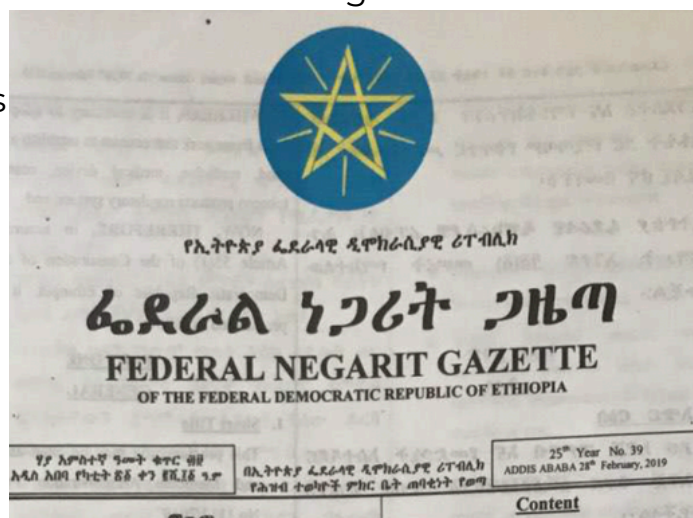
WHAT WE'RE SEEING

Recent observations indicate a concerning increase in online and social media marketing practices that indirectly promote tobacco products and brands. Of particular concern is the online sale of illegal cigarettes and other nicotine products such as e-cigarettes and the growing use of brand-sharing and brand-stretching tactics, including the marketing of perfumes and other consumer products under names such as "Tobacco Collection" and similar tobacco-related branding. The emergence of this online tobacco marketing is a clear violation of the proclamation. Those who promote, sell, or indirectly advertise tobacco and nicotine products online must be held accountable under the law. These practices are not merely commercial marketing strategies; they serve to increase the visibility and appeal of tobacco brands, normalize tobacco use, and recruit a new generation of youth and young adults into tobacco use and nicotine addiction. These activities undermine public health efforts and directly contravene Ethiopia's tobacco control legislation.

WHAT THE LAW SAYS

Tobacco Advertising, Promotion, and Sponsorship (TAPS) remain a major strategy used by the tobacco industry to attract new users, particularly young people. Recognizing the harmful impact of such marketing practices, Ethiopia's Tobacco Control Proclamation No. 1112/2019 strictly prohibits all forms of direct and indirect tobacco advertising, promotion, and sponsorship. Among others, the ban covers advertising through all media and communication channels, including print, broadcast, visual and film, digital platforms, social media, websites, mobile applications, and online marketing.

The law also prohibits tobacco sponsorship and the use of tobacco brand names, logos, colors, or other distinctive elements on non-tobacco products, services, events, or activities.



WHAT MUST HAPPEN NOW

Protecting young people from tobacco industry influence requires strong and sustained enforcement of the law. Government institutions and regulatory authorities should ensure that all policies and enforcement actions are protected from tobacco industry influence and aligned with Ethiopia's obligations under the WHO FCTC, particularly Article 5.3 and Proclamation 1112/2019. We therefore call upon the Ethiopian Food and Drug Authority and other relevant authorities to intensify monitoring of digital and online platforms, investigate reported violations, and take firm regulatory action against individuals and entities engaged in prohibited tobacco advertising and promotional activities. At the same time, all stakeholders, including government institutions, civil society organizations, media professionals, parents, educators, and community members, have an important role to play in identifying, reporting, and preventing violations. Suspected violations can be reported to the Ethiopian Food and Drug Authority through its official complaint channels. Together, we can safeguard public health, protect future generations from nicotine addiction, and advance Ethiopia's vision of a healthier, tobacco-free society.

Open now Top rated

Cloud Vape Shop
4.3 ★ (6) · Vaporizer store
Open · Addis Ababa
Delivery

Addis Vape Shop
4.2 ★ (12) · Tobacco shop
Open · Urael
In-store pick-up · Delivery

Lux vape shop
4.2 ★ (5) · Tobacco shop
Open · Urael
In-store shopping · In-store pick-up · Delivery

More places >

shisha

Cloud Vape Shop
Addis Ababa, Kolfe Keranio · Brand New
Leul Gigi
ETB 5,499
Electric Charcoal Starter - Portable Hookah Shish...

Addis Ababa, Addis Ketema · Brand New
MOON Electronics

ELFBAR BC5000
RECHARGEABLE | DISPOSABLE PODS
COTTON CIGARETTE
5000 PUFFS
WARNING: This product contains nicotine. Nicotine is an addictive chemical.

ETB 3,300
Shisha Vape With Different Flavors
Addis Ababa, Bole
3+ years on Jiji
El Kaleab

ETB 3,000
Shisha Vape ሺሻ ሺሻ 5000 Puff With Different Flavors
Addis Ababa, Bole
3+ years on Jiji
El Kaleab

ETB 3,600
Electric Shisha Vape ሺሻ ሺሻ
Addis Ababa, Kirkos
3+ years on Jiji

ETB 3,000
Shisha Vape ሺሻ ሺሻ
Addis Ababa, Bole
3+ years on Jiji

ጉለት ONLINE MARKET
30149 members, 3480 online

Pinned Message #19
★★★★★ BIG DISCOUNT ★★★★★ EL...

Ethio Vape store July 31 channel

VOZOL RAWE 40000 PEACH ICE
WARNING: This product contains nicotine. Nicotine is an addictive chemical.

VOZOL RAWE 40000 MANGO PEACH
WARNING: This product contains nicotine. Nicotine is an addictive chemical.

★★★★★ BIG DISCOUNT ★★★★★

ELECTRONIC CIGARETTE(hookah vape)
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Good News For VAPERS
!!restock alert!! vozol disposable vapes 40,000 puffs every mango strawberry ice, strawberry

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