



Notification Number: 2016/583/F

Decree on the words 'retouched photograph' accompanying commercial photographs of models whose physical appearance has been altered

Date received : 03/11/2016

End of Standstill : 06/02/2017

Message

Message 002

Communication from the Commission - TRIS/(2016) 03378

Directive (EU) 2015/1535

Translation of the message 001

Notification: 2016/0583/F

No abre el plazo - Nezaahajuje odklady - Fristerne indledes ikke - Kein Fristbeginn - Viivituste perioodi ei avata - Καμμία έναρξη προθεσμίας - Does not open the delays - N'ouvre pas de délais - Non fa decorrere la mora - Neietekmē atlikšanu - Atidėjimai nepradedami - Nem nyitja meg a késések - Ma' jiftaħ il-perijodi ta' dawmien - Geen termijnbegin - Nie otwiera opóźnień - Não inicia o prazo - Neotvorí oneskorenia - Ne uvaja zamud - Määräaika ei ala tästä - Inleder ingen frist - He ce предвижда период на прекъсване - Nu deschide perioadele de stagnare - Nu deschide perioadele de stagnare.

(MSG: 201603378.EN)

1. Structured Information Line

MSG 002 IND 2016 0583 F EN 03-11-2016 F NOTIF

2. Member State

F

3. Department Responsible

Direction générale des entreprises – SQUALPI – Bât. Sieyès -Teledoc 151 – 61, Bd Vincent Auriol - 75703 PARIS Cedex 13

d9834.france@finances.gouv.fr

tél : 01 44 97 24 55

3. Originating Department

Ministère des affaires sociales et de la santé

Direction générale de la santé.

Sous-direction de la prévention des risques liés à l'environnement et à l'alimentation (SD-EA)



Bureau alimentation et nutrition (EA3)

14 avenue Duquesne

75350 Paris 07 SP

Madame Sylvie Dreyfuss, adjointe au chef du bureau alimentation et nutrition

(+) 33 1 40 56 53 78

sylvie.dreyfuss@sante.gouv.fr

4. Notification Number

2016/0583/F - SERV

5. Title

Decree on the words 'retouched photography' accompanying commercial photographs of models whose physical appearance has been altered

6. Products Concerned

Photographs of models for commercial use

7. Notification Under Another Act

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8. Main Content

This draft Decree is issued pursuant to Article L2133-2 of the Public Health Code, introduced by to Article 19 of Law No 2016-41 of 26 January 2016 on the modernisation of our health system. It lays down the conditions for applying the obligation to accompany commercial photographs of models whose figure has been altered by image processing software (to make it smaller or larger) by the words 'retouched photography', as defined in Article L2133-2.

The notified draft identifies the types of communication and communication media covered by this obligation, defines the conditions for using the words 'retouched photography' and specifies the responsibilities of the players concerned. The field in question is governed by self-regulatory mechanisms.

9. Brief Statement of Grounds

The objective of this measure is to avoid the idealisation of models' bodies by forcing advertisers to use the words 'retouched photography' on commercial photographs of models if image processing software was used to make their figure smaller or larger. Exposing young people to misleading and unrealistic body images leads to feelings of worthlessness and low self-esteem, which can impact health behaviour. The pressure to be thin is one of the factors involved in the emergence and development of eating disorders.

By tackling the issue of body image in our society, the draft Decree aims to prevent eating disorders, particularly anorexia, among young people.

10. Reference Documents - Basic Texts

Reference(s) to basic text(s): - Article 2133-2 of the Public Health Code, introduced by Article 19 of Law No 2016-41 of 26 January 2016 on the modernisation of our health system

11. Invocation of the Emergency Procedure



No

12. Grounds for the Emergency

-

13. Confidentiality

No

14. Fiscal measures

No

15. Impact assessment

-

16. TBT and SPS aspects

TBT aspect

No - the draft has no significant impact on international trade.

SPS aspect

No - the draft is neither a sanitary nor phytosanitary measure.

European Commission

Contact point Directive (EU) 2015/1535

Fax: +32 229 98043

email: grow-dir83-189-central@ec.europa.eu