

# STATE OF NEW YORK

3698

2017-2018 Regular Sessions

## IN ASSEMBLY

January 30, 2017

Introduced by M. of A. COLTON, GOTTFRIED, COOK, HOOPER, SIMON, ARROYO, ZEBROWSKI, STECK -- Multi-Sponsored by -- M. of A. DILAN, ENGLEBRIGHT, LUPARDO -- read once and referred to the Committee on Consumer Affairs and Protection

AN ACT to amend the general business law, in relation to prohibiting a manufacturer from labeling or advertising a nonwoven disposable product for sale as a flushable without prior approval

The People of the State of New York, represented in Senate and Assembly, do enact as follows:

1 Section 1. The general business law is amended by adding a new section  
2 391-u to read as follows:

3 § 391-u. Nonwoven disposable products. 1. For purposes of this  
4 section, the following terms shall have the following meanings:

5 (a) "Advertised" means representation made by statement, word, design,  
6 device, sound or any combination thereof in print or broadcast media.

7 (b) "Flushable", "septic safe", and "sewer safe" means with regard to  
8 a nonwoven disposable product, a product that is: (i) able to clear  
9 toilets and properly maintained drainage pipe systems under expected  
10 product usage conditions; (ii) compatible with wastewater conveyance,  
11 treatment, reuse, and disposal systems without causing blockage, clog-  
12 ging, or other operational problems; and (iii) unrecognizable in  
13 effluent leaving on-site and municipal wastewater treatment systems and  
14 in digested sludge from wastewater treatment plants that are applied to  
15 soil.

16 (c) "Label" means those representations made through statement, word,  
17 picture, design or emblem on a packaging of a nonwoven disposable prod-  
18 uct.

19 (d) "Nonwoven disposable product" means any product constructed from  
20 nonwoven sheets that is designed for, marketed for, or commonly used for  
21 personal hygiene purposes.

EXPLANATION--Matter in italics (underscored) is new; matter in brackets  
[-] is old law to be omitted.

LBD01365-01-7

1     2. No nonwoven disposable product for sale in any municipality,  
2 including a city with a population of a million or more, shall be adver-  
3 tised, packaged or labeled as flushable, sewer safe, or septic safe if  
4 such product has not first been approved as flushable by a third party  
5 according to rules promulgated by the department of environmental  
6 conservation.

7     3. Any person who violates this section shall be subject to a civil  
8 penalty of not more than five thousand dollars for each violation. Such  
9 penalties may be recovered in proceedings before a department of envi-  
10 ronmental conservation enforcement hearing, through prosecution by the  
11 bureau of consumer frauds and protection, or in any action in any court  
12 of appropriate jurisdiction.

13     4. Nothing in this section shall apply to:

14     (a) A television or radio broadcasting station, or to any publisher of  
15 a newspaper, magazine or other form of printed advertising, that broad-  
16 casts, publishes or prints an advertisement that features a nonwoven  
17 disposable product packaged or labeled as flushable, sewer safe, or  
18 septic safe; or

19     (b) a wholesaler or retailer that distributes or sells but does not  
20 package or label a nonwoven disposable product that is advertised, pack-  
21 aged, or labeled as flushable, sewer safe or septic safe.

22     § 2. This act shall take effect on the ninetieth day after it shall  
23 have become a law. Effective immediately, the commissioner of environ-  
24 mental conservation shall promulgate rules and regulations necessary or  
25 appropriate to carry out the provisions of this act.