STATE OF NEW YORK

10829

IN ASSEMBLY

April 1, 2026

Introduced by M. of A. LEE -- read once and referred to the Committee on Consumer Affairs and Protection

AN ACT to amend the general business law, in relation to requiring certain anti-aging skin care products to contain a warning label

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

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

§ 391-y. Sale of anti-aging skin care products. 1. For the purposes of this section:

a. "Anti-aging skin care product" shall mean any over-the-counter cosmetic or skin care product that contains as an active or intentionally added ingredient:

(i) vitamin A or any vitamin A derivative, including but not limited to retinoids, retinol, or retinyl esters;

(ii) an alpha hydroxy acid, including but not limited to glycolic acid, lactic acid, citric acid or similar compounds used for exfoliation or anti-aging purposes;

(iii) salicylic acid;

(iv) DMDM hydantoin;

(v) quaternium-15;

(vi) oxybenzone;

(vii) octinoxate; or

(viii) talc.

b. "Retailer" shall mean any person, firm, association, partnership, limited liability company, or corporation that sells, produces, prepares, formulates, or compounds a personal care product or products, or whose brand name is affixed to such product or products.

2. a. No retailer shall sell or offer for sale any anti-aging skin care product in this state unless such product bears a clear and conspicuous warning label. Such warning label shall appear on the product packaging and, for online sales, on the product display page before purchase.

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

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b. The warning label required pursuant to paragraph a of this subdivision shall state: "WARNING: This product contains ingredients that may cause skin irritation, increased sun sensitivity, or other adverse reactions, particularly in individuals under 18 years of age. Consult a healthcare professional before use."

c. The warning label shall be printed in a font size and style that is clearly legible and placed in a location reasonably calculated to be seen and understood by consumers under ordinary conditions of purchase and use.

3. Any retailer that violates the provisions of this section shall be subject to a civil penalty of up to two hundred fifty dollars for the first violation and up to five hundred dollars for each subsequent violation.

§ 2. This act shall take effect on the one hundred eightieth day after it shall have become a law. Effective immediately, the addition, amendment and/or repeal of any rule or regulation necessary for the implementation of this act on its effective date are authorized to be made and completed on or before such effective date.