

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

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

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

14 § 2. This act shall take effect on the one hundred eightieth day after
15 it shall have become a law. Effective immediately, the addition, amend-
16 ment and/or repeal of any rule or regulation necessary for the implemen-
17 tation of this act on its effective date are authorized to be made and
18 completed on or before such effective date.