STATE OF NEW YORK

7814

2025-2026 Regular Sessions

IN ASSEMBLY

April 11, 2025

Introduced by M. of A. ROSENTHAL -- read once and referred to the Committee on Health

AN ACT to amend the public health law, in relation to prohibiting gifts or other incentives for the purchase of oral nicotine pouches

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

Section 1. Section 1399-aa of the public health law is amended by adding a new subdivision 19 to read as follows:

19. "Oral nicotine pouch" means a smokeless pre-portioned pouch containing nicotine derived from tobacco or synthetic nicotine and other ingredients which may include cellulose, water, flavoring and sodium carbonate, and are used or intended to be used orally.

§ 2. Subdivision 2 of section 1399-bb-1 of the public health law, as added by chapter 566 of the laws of 2023, is amended to read as follows:

2. No manufacturer, distributor, or retailer may offer or cause to be offered any gift**, reward,** or item to any person purchasing electronic cigarettes **or oral nicotine pouches** in consideration of the purchase thereof.

§ 3. This act shall take effect immediately.

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

LBD11205-02-5