

# STATE OF NEW YORK

10050

## IN SENATE

April 24, 2026

Introduced by Sen. PERSAUD -- read twice and ordered printed, and when printed to be committed to the Committee on Consumer Protection

AN ACT to amend the general business law, in relation to requiring appearance enhancement business and cosmetology licensees and trainees to disclose the price of cosmetology services

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  
2 404-d to read as follows:

3 § 404-d. Pricing disclosures. 1. For the purposes of this section, the  
4 term "disclosure" shall include, but not be limited to, written or  
5 verbal information describing the services to be performed and rules  
6 surrounding the provision of such services for the customer and a verbal  
7 description of the services to be performed before any such services can  
8 be performed at or about the time of the appointment.

9 2. Every appearance enhancement business, licensee and trainee shall:

10 (a) disclose, at the time of booking an appointment for cosmetology  
11 services, prior to the start of such services, upon a change in the  
12 services to be provided, and prior to payment being accepted, the price  
13 of such services to be provided at such appointment, factors which may  
14 cause the price to be higher than such price, and the range of possible  
15 additional charges where such factors pertain.

16 (b) post wherever such services can be booked, at each counter or desk  
17 at which orders can be placed, and where payment for such services is  
18 accepted, a list conspicuously displaying the current price of the basic  
19 services provided by the appearance enhancement business, licensee and  
20 trainee, factors which may cause the price to be higher than the basic  
21 price, and the range of the possible additional charges when such vari-  
22 ables pertain.

23 3. In addition to any other penalties pursuant to the provisions of  
24 this article, violation of this section shall be punishable by a civil  
25 penalty of five hundred dollars for each violation.

26 § 2. This act shall take effect on the ninetieth day after it shall  
27 have become a law.

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

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