STATE OF NEW YORK

8598

2025-2026 Regular Sessions

IN SENATE

December 3, 2025

Introduced by Sen. RAMOS -- read twice and ordered printed, and when printed to be committed to the Committee on Rules

AN ACT to amend the general business law, in relation to prohibiting the sale of certain anti-aging skin care products to individuals under the age of 18

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.

c. "Age verification" shall mean a reasonable method of verifying that a purchaser is eighteen years of age or older, which may include exam-

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

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ination of a valid government-issued identification, use of an electronic age verification system, or other methods.

2. a. No retailer shall sell, furnish, or cause to be sold any anti-aging skin care product to any individual under the age of eighteen. Retailers shall not sell anti-aging skin care products unless the retailer has conducted age verification of the purchaser and such age verification confirms that the purchaser is at least eighteen years of age. Retailers that sell anti-aging skin care products online shall implement an age verification mechanism which shall confirm that the purchaser is at least eighteen years old prior to completing the sale of such products and which shall prohibit such sale if the age verification is not completed or does not show that the purchaser is at least eighteen years of age.

b. Retailers shall post a clear and conspicuous sign at the point of sale and online retailers shall display a clear and conspicuous notice on the product page stating: "SALE OF CERTAIN ANTI-AGING SKIN CARE PRODUCTS TO PERSONS UNDER 18 YEARS OF AGE IS PROHIBITED UNDER NEW YORK STATE LAW".

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.