STATE OF NEW YORK

11174

IN ASSEMBLY

May 1, 2026

Introduced by M. of A. JACKSON -- read once and referred to the Committee on Economic Development

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:

Section 1. The general business law is amended by adding a new section 404-d to read as follows:

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

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

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

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

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

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

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

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