

# STATE OF NEW YORK

7301

2025-2026 Regular Sessions

## IN ASSEMBLY

March 25, 2025

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

AN ACT to amend the general business law, in relation to requiring appearance enhancement businesses to display a poster about gender-based violence

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  
2 408-c to read as follows:

3 § 408-c. Gender-based violence awareness poster in appearance enhance-  
4 ment businesses. 1. The office for the prevention of domestic violence,  
5 in consultation with the division of human rights and the department of  
6 state, shall create a poster containing information on recognizing signs  
7 of gender-based violence and available resources in the state, includ-  
8 ing, but not limited to, toll-free hotlines and victim services. The  
9 poster shall be made available in the top ten non-English languages  
10 spoken in the state, as determined by the most recent American community  
11 survey data.

12 2. The department of state shall provide such posters to appearance  
13 enhancement businesses at no cost. The department shall issue minimum  
14 content and design standards for businesses that elect to create and  
15 display their own posters, subject to approval by the department.

16 3. Every appearance enhancement business licensed pursuant to this  
17 article shall post, in a conspicuous location accessible to all custom-  
18 ers, a poster provided or approved pursuant to subdivision two of this  
19 section in a language of the business's choice.

20 4. The secretary of state may promulgate rules and regulations neces-  
21 sary to enforce the provisions of this section, including penalties for  
22 noncompliance.

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

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

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