STATE OF NEW YORK

7547

2025-2026 Regular Sessions

IN SENATE

April 22, 2025

Introduced by Sen. RAMOS -- 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 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:

Section 1. The general business law is amended by adding a new section 408-c to read as follows:

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

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

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

4. The secretary of state may promulgate rules and regulations necessary to enforce the provisions of this section, including penalties for noncompliance.

§ 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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