



General Assembly

January Session, 2025

Substitute Bill No. 6062



**AN ACT PROHIBITING DIRECT-TO-CONSUMER PRESCRIPTION
DRUG ADVERTISEMENTS.**

Be it enacted by the Senate and House of Representatives in General Assembly convened:

1 Section 1. (NEW) (*Effective October 1, 2025*) (a) As used in this section:

2 (1) "Consumer" means an individual who is physically present in this
3 state;

4 (2) "Legend drug" has the same meaning as provided in section 20-
5 571 of the general statutes;

6 (3) "Person" has the same meaning as provided in section 20-571 of
7 the general statutes;

8 (4) "Pharmaceutical manufacturer" has the same meaning as
9 provided in section 21a-70h of the general statutes;

10 (5) "Pharmaceutical marketing firm" has the same meaning as
11 provided in section 21a-70h of the general statutes;

12 (6) "Pharmaceutical representative" has the same meaning as
13 provided in section 21a-70h of the general statutes; and

14 (7) "Prescribing practitioner" has the same meaning as provided in
15 section 20-571 of the general statutes.

16 (b) No person engaged in trade or commerce in this state shall
17 directly advertise any legend drug to a consumer. Nothing in this
18 subsection shall be construed to prohibit any pharmaceutical
19 manufacturer that is registered with the Department of Consumer
20 Protection as a pharmaceutical marketing firm under section 21a-70i of
21 the general statutes, or any individual who is employed or compensated
22 by such pharmaceutical marketing firm to perform the duties of a
23 pharmaceutical representative in accordance with the provisions of said
24 section, from promoting or providing information regarding a legend
25 drug for human use to a prescribing practitioner.

26 (c) The Commissioner of Consumer Protection may adopt
27 regulations, in accordance with the provisions of chapter 54 of the
28 general statutes, to implement the provisions of this section.

29 (d) Any violation of the provisions of subsection (b) of this section
30 shall be deemed an unfair or deceptive trade practice under subsection
31 (a) of section 42-110b of the general statutes.

This act shall take effect as follows and shall amend the following sections:		
---	--	--

Section 1	<i>October 1, 2025</i>	New section
-----------	------------------------	-------------

Statement of Legislative Commissioners:

In Subsec. (d), "subsection (b) of" was added before "this section" for consistency with standard drafting conventions.

GL *Joint Favorable Subst. -LCO*