



General Assembly

January Session, 2025

Proposed Bill No. 436

LCO No. 110



Referred to Committee on GENERAL LAW

Introduced by:
SEN. ANWAR, 3rd Dist.

**AN ACT CONCERNING COST TRANSPARENCY IN LEGEND DRUG
ADVERTISEMENTS.**

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

- 1 That the general statutes be amended to require that each legend
- 2 drug advertisement, including, but not limited to, each direct-to-
- 3 consumer legend drug advertisement and each legend drug
- 4 advertisement that is directed to health care providers, disclose the
- 5 portion of the legend drug cost that is attributable to the advertising
- 6 campaign.

Statement of Purpose:

To promote transparency in legend drug costs, informed consumer
decision-making and pharmaceutical manufacturer accountability.