

SENATE, No. 4548

STATE OF NEW JERSEY
222nd LEGISLATURE

INTRODUCED SEPTEMBER 28, 2026

Sponsored by:
Senator NILSA I. CRUZ-PEREZ
District 5 (Camden and Gloucester)

SYNOPSIS

Prohibits sale of certain products using advertisements alluding to controlled dangerous substances or analogs.

CURRENT VERSION OF TEXT

As introduced.



1 AN ACT concerning the sale of products using certain
2 advertisements and supplementing P.L.1960, c.39 (C.56:8-1 et
3 seq.).
4

5 **BE IT ENACTED** *by the Senate and General Assembly of the State*
6 *of New Jersey:*
7

8 1. It shall be an unlawful practice for any person to sell, or
9 offer for sale, any merchandise which uses any advertisement, on its
10 packaging or elsewhere, which directly or indirectly links the
11 product to, or otherwise alludes to, any controlled dangerous
12 substance or analog:

- 13 a. to a person under 18 years of age; or
14 b. if the product is a food, beverage, or intended to be ingested
15 or inhaled.

16 The provisions of this act shall not apply to any prescription
17 medication that is dispensed by a pharmacist pursuant to a valid
18 prescription.
19

20 2. This act shall take effect on the first day of the third month
21 next following enactment.
22

23
24 STATEMENT
25

26 This bill prohibits the sale of certain items which use
27 advertisements linked or alluding to controlled dangerous
28 substances or analogs. The bill bans the sale of any food, beverage,
29 or other product meant to be ingested or inhaled which uses the
30 advertisement on its packaging or elsewhere. The bill further
31 prohibits the sale of any product using the advertising, regardless of
32 the product's intended use, to a person under 18 years of age. The
33 bill specifies that the provisions do not apply to any prescription
34 medication dispensed by a pharmacist pursuant to a valid
35 prescription.

36 A violation under the bill would be an unlawful practice under
37 the consumer fraud act, which is punishable by a monetary penalty
38 of not more than \$10,000 for a first offense and not more than
39 \$20,000 for any subsequent offense. Additionally, a violation can
40 result in a cease and desist order issued by the Attorney General,
41 the assessment of punitive damages, and the awarding of treble
42 damages and costs to the injured.