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## DIGEST

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HB 815 Original

2024 Regular Session

Billings

**Abstract:** Requires the La. Dept. of Health (LDH) to ensure that all descriptive advertising and promotional material relating to drugs, pharmaceuticals, medical treatments, or vaccinations follow certain federal laws and rules.

Proposed law requires LDH to ensure that all descriptive advertising and promotional material relating to drugs, pharmaceuticals, medical treatments, or vaccinations follow certain federal laws and rules.

Proposed law provides that the federal rules and regulations relative to commercial advertisement shall apply.

Proposed law provides that notice of noncompliance shall be given to the manufacturer of the drug, pharmaceutical, medical treatment, or vaccine-related advertisement or promotional material within 30 days of the publication or broadcast of such noncompliant advertisements or promotional material.

Proposed law further requires the manufacturer to remedy its noncompliance within 30 days of receiving notice. If, after notice has been received and the 30-day period has lapsed, the drug, pharmaceutical, medical treatment, or vaccine-related advertisement or promotional material shall be subject to immediate removal from publication and broadcast if it continues to be noncompliant.

Proposed law requires LDH to produce only advertisements and promotional materials that comply with the provisions of proposed law and federal regulations.

Proposed law requires LDH to use existing staff and promulgate rules as necessary to carry out the provisions of proposed law.

(Adds R.S. 40:1176.1)