

**Bill Summary**  
2<sup>nd</sup> Session of the 60<sup>th</sup> Legislature

<b>Bill No.:</b>	<b>SB 1551</b>
<b>Version:</b>	<b>INT</b>
<b>Request No.</b>	<b>2379</b>
<b>Author:</b>	<b>Sen. McIntosh</b>
<b>Date:</b>	<b>01/13/2026</b>

**Bill Analysis**

SB 1551 prohibits any entity from engaging in direct-to-consumer pharmaceutical advertising in the state. The measure authorizes the State Board of Pharmacy to assess an administrative penalty of up to \$10,000.00 per day for each violation.

Prepared by: Kalen Taylor