

Bill Summary
2nd Session of the 60th Legislature

Bill No.:	SB 2021
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Author:	Sen. Deevers
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Bill Analysis

SB 2021 prohibits any pharmaceutical company from engaging in direct-to-consumer advertising of prescription drugs. Such advertising shall include commercials, radio ads, billboards, email, and social media campaigns. The measure directs the Attorney General to enforce the prohibition. The measure requires pharmaceutical companies to submit annual reports to the Attorney General certifying their compliance. The measure establishes a \$50,000.00 fine for the first offense, a \$100,000.00 fine and/or a maximum term of imprisonment of 1 year for the second offense, and a \$500,000.00 fine and/or a maximum term of imprisonment of 5 years for a third or egregious offense. Advertisements that are educational in nature, focus on public health campaigns, or inform viewers of clinical trials shall not be subject to the prohibition.

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