

119TH CONGRESS
1ST SESSION

H. R. 6294

To require health warning labeling of foods, and to impose restrictions on advertisements directed at children, for the purpose of reducing childhood diabetes, and for other purposes.

IN THE HOUSE OF REPRESENTATIVES

NOVEMBER 25, 2025

Mr. BEYER (for himself, Mr. PETERS, and Mr. LAWLER) introduced the following bill; which was referred to the Committee on Energy and Commerce

A BILL

To require health warning labeling of foods, and to impose restrictions on advertisements directed at children, for the purpose of reducing childhood diabetes, and for other purposes.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*

3 **SECTION 1. SHORT TITLE.**

4 This Act may be cited as the “Childhood Diabetes
5 Reduction Act of 2025”.

1 **TITLE I—DEPARTMENT OF**
2 **HEALTH AND HUMAN SERVICES**

3 **SEC. 101. HEALTH WARNING LABELING OF FOODS; RE-**
4 **STRICTION ON CERTAIN ADVERTISEMENTS**
5 **DIRECTED AT CHILDREN.**

6 (a) HEALTH WARNING LABELING.—Section 403 of
7 the Federal Food, Drug, and Cosmetic Act (21 U.S.C.
8 343) is amended—

9 (1) by adding at the end the following:

10 “(z)(1) If it is a sugar-sweetened beverage intended
11 for human consumption and is offered for sale, unless its
12 label includes the following statement: ‘Food and Drug
13 Administration Warning: Drinking beverages with added
14 sugar can contribute to obesity, type 2 diabetes, and tooth
15 decay. Not recommended for children.’, and such state-
16 ment is—

17 “(A) enclosed by a rectangular border in bold
18 type and readily legible under ordinary conditions
19 alongside an icon comprised of an exclamation point
20 contained within a triangle; and

21 “(B) prominently displayed on the front, or the
22 principal display, of the container, using not less
23 than 5 percent of the area of the front, or the prin-
24 cipal display, of the container, and, as applicable, on
25 2 sides of any multi-pack packaging or on the exte-

rior of any vending machine or self-service machine
from which the beverage is available.

“(2) If it is a food, including a beverage, containing
any non-sugar sweetener intended for human consumption
and is offered for sale, unless its label includes the fol-
lowing statement: ‘Food and Drug Administration Warn-
ing: Contains non-sugar sweeteners. Not recommended for
children.’, and such statement is—

“(A) enclosed by a rectangular border in bold
type and readily legible under ordinary conditions
alongside an icon comprised of an exclamation point
contained within a triangle; and

“(B) prominently displayed on the front, or the
principal display, of the container, using not less
than 5 percent of the area of the front, or the prin-
cipal display, of the container, and, as applicable, on
2 sides of any multi-pack packaging or on the exte-
rior of any vending machine or self-service machine
from which the food is available.

“(3) If it is an ultra-processed food, including a bev-
erage, intended for human consumption and is offered for
sale, unless its label includes the following statement:
‘Food and Drug Administration Warning: Consuming
ultra-processed foods and drinks can cause weight gain,

1 which increases the risk of obesity and type 2 diabetes.’,
2 and such statement is—

3 “(A) enclosed by a rectangular border in bold
4 type and readily legible under ordinary conditions
5 alongside an icon comprised of an exclamation point
6 contained within a triangle; and

7 “(B) prominently displayed on the front, or the
8 principal display, of the container, using not less
9 than 5 percent of the area of the front, or the prin-
10 cipal display, of the container, and, as applicable, on
11 2 sides of any multi-pack packaging or on the exte-
12 rior of any vending machine or self-service machine
13 from which the food is available.

14 “(4) If it is a food, including a beverage, intended
15 for human consumption and is offered for sale, and such
16 food contains a nutrient of concern, such as added sugar,
17 saturated fat, or sodium, or any other nutrient of concern,
18 as the Secretary determines appropriate, at a level that
19 increases, for individuals in the general population, the
20 risk of disease or a health-related condition, as defined
21 by the Secretary, unless its label includes the following
22 statement for each nutrient of concern: ‘High in’, followed
23 by the specific nutrient of concern, and such statement
24 is—

1 “(A) enclosed by an octagon border in bold type
2 and readily legible under ordinary conditions; and

3 “(B) prominently displayed on the front, or the
4 principal display, of the container, using not less
5 than 5 percent of the area of the front, or the prin-
6 cipal display, of the container, and, as applicable, on
7 2 sides of any multi-pack packaging or on the exte-
8 rior of any vending machine or self-service machine
9 from which the food is available.

10 “(5) The Secretary shall promulgate regulations to
11 apply the labeling requirements under subparagraphs (1),
12 (2), (3), and (4) with respect to food offered for sale by
13 online retailers.

14 “(6) For purposes of this paragraph—

15 “(A) the term ‘non-sugar sweetener’—

16 “(i) means any synthetic, naturally-occur-
17 ring, or modified non-nutritive sweetener that is
18 not classified as sugar and is used as an ingre-
19 dient in manufactured food, or sold on its own
20 to be added to food; and

21 “(ii) includes acesulfame K, aspartame,
22 advantame, cyclamates, monk fruit, neotame,
23 saccharin, sucralose, stevia, and stevia deriva-
24 tives;

25 “(B) the term ‘sugar-sweetened beverage’—

1 “(i) means any beverage intended for
2 human consumption to which one or more ca-
3 loric sweeteners has been added and that con-
4 tains 25 or more calories per 12 fluid ounces of
5 beverage; and

6 “(ii) includes drinks and beverages com-
7 monly referred to as ‘soda’, ‘pop’, ‘cola’, ‘soft
8 drinks’, ‘sports drinks’, ‘energy drinks’,
9 ‘slushies’, ‘sweetened ice tea’, ‘fruit juice’, or
10 any other drinks and beverage; and

11 “(iii) does not include—

12 “(I) infant formula or oral rehydra-
13 tion fluids for children;

14 “(II) any beverage for medical use;

15 “(III) any beverage designed as sup-
16 plemental, meal replacement, or sole-source
17 nutrition that includes proteins, carbo-
18 hydrates, and multiple vitamins and min-
19 erals;

20 “(IV) any milk product;

21 “(V) 100 percent natural fruit or veg-
22 etable juice with no added caloric or non-
23 sugar sweetener; or

24 “(VI) any alcoholic beverage; and

25 “(C) the term ‘ultra-processed food’—

“(i) for the period before the effective date of the regulations under subclause (ii), means a food, including a beverage, containing one or more industrial ingredients, including surface-active agents, stabilizers and thickeners, propellants, aerating agents and gases, color and coloring adjuncts, emulsifiers and emulsifier salts, flavoring agents and adjuvants, flavor enhancers, surface-finishing, non-sugar sweeteners, and other ingredients, as the Secretary determines appropriate; and

“(ii) has the meaning given such term in regulations promulgated by the Secretary, not later than 1 year after the National Academies of Science, Engineering, and Medicine issues a report pursuant to section 101(c) of the Childhood Diabetes Reduction Act of 2025, taking into consideration the recommendations included in such report, for the period beginning on the effective date of such regulations.”; and
(2) in paragraph (r)—

(A) in subparagraph (2)(A)(vi), by inserting “, including if the Secretary determines that the food is high in added sugar, saturated fat, sodium, or any other nutrient of concern

1 (as determined by the Secretary pursuant to
 2 paragraph (z)(4)), or if the food contains non-
 3 sugar sweetener or is an ultra-processed food
 4 (as defined in paragraph (z)(6)(C))” before the
 5 period at the end; and

6 (B) in subparagraph (3)(A)—

7 (i) in subclause (i), by striking “,
 8 and” and inserting a semicolon;

9 (ii) in subclause (ii), by striking the
 10 period and inserting “; and”; and

11 (iii) by adding at the end the fol-
 12 lowing:

13 “(iii) if the food is not required to include a nu-
 14 trition warning label under subparagraph (1), (2),
 15 (3), or (4) of paragraph (z).”.

16 (b) ADVERTISING.—Section 301 of the Federal Food,
 17 Drug, and Cosmetic Act (21 U.S.C. 331) is amended by
 18 adding at the end the following:

19 “(jjj)(1) Marketing or advertising a food for which
 20 labeling is required under section 403(z), in a manner that
 21 reasonably appears to be directed at children.

22 “(2) In determining whether any marketing or adver-
 23 tising reasonably appears to be directed to children for
 24 purposes of subparagraph (1), the Secretary shall consider
 25 the totality of the circumstances, including whether such

1 marketing or advertising uses themes or promotional
2 strategies for food described in section 403(z) that appeal
3 to children, such as the use of fun or fantasy themes, ath-
4 letes and celebrities, cross-promotions using fictional char-
5 actors, cartoon characters, social media influencers, ani-
6 mation, children’s music, actors, or situations representing
7 children’s daily life, or free gifts or toys, contests, inter-
8 active games, or mobile or computer applications.”.

9 (c) NASEM REVIEW.—The Secretary of Health and
10 Human Services (referred to in this subsection as the
11 “Secretary”) shall seek to enter into a contract with the
12 National Academies of Science, Engineering, and Medicine
13 (referred to in this subsection as the “National Acad-
14 emies”) under which the National Academies—

15 (1) convenes a committee of experts in the field
16 of nutrition science to review the science of ultra-
17 processed food (as defined in paragraph (z)(6)(C) of
18 section 403 of the Federal Food, Drug, and Cos-
19 metic Act (21 U.S.C. 343)), as added by subsection
20 (a);

21 (2) develops recommendations for defining the
22 term “ultra-processed food” for purposes of para-
23 graph (z)(6)(C)(ii) of section 403 of the Federal
24 Food, Drug, and Cosmetic Act, as added by sub-
25 section (a); and

1 (3) not later than 1 year after the date of en-
2 actment of this Act, submits to the Secretary a re-
3 port that includes the recommendations developed
4 under paragraph (2).

5 (d) AUTHORIZATION OF APPROPRIATIONS.—There is
6 authorized to be appropriated to the Secretary of Health
7 and Human Services \$5,000,000 for each of fiscal years
8 2026 through 2030 for purposes of promulgating regula-
9 tions and carrying out enforcement activities with respect
10 to the labeling requirements under the amendments made
11 by subsections (a) and (b).

12 **SEC. 102. NATIONAL INSTITUTES OF HEALTH RESEARCH**
13 **ON NUTRITION SCIENCE.**

14 Part A of title IV of the Public Health Service Act
15 (42 U.S.C. 281 et seq.) is amended by adding at the end
16 the following:

17 **“SEC. 404P. RESEARCH AND COLLABORATION ON NUTRI-**
18 **TION SCIENCE.**

19 “(a) IN GENERAL.—The Director of NIH shall ex-
20 pand, intensify, and coordinate programs for the conduct
21 and support of research with respect to nutrition science,
22 including research on—

23 “(1) the health effects of ultra-processed foods
24 on consumers;

1 “(2) the specific food and beverage ingredients,
2 additives, sweeteners, and chemicals within ultra-
3 processed foods that may be harmful to health;

4 “(3) the safety profile of food and beverage in-
5 gredients, additives, sweeteners, and chemicals that
6 have been self-affirmed by food and beverage manu-
7 facturers as generally recognized as safe without re-
8 view of such status by the Food and Drug Adminis-
9 tration; and

10 “(4) the formulation of ultra-processed foods to
11 have hyper-palatable qualities and association with
12 addiction.

13 “(b) MEETINGS ON NUTRITION.—

14 “(1) IN GENERAL.—Not later than 1 year after
15 the date of enactment of the Childhood Diabetes Re-
16 duction Act of 2025, and every 5 years thereafter,
17 the Director of NIH, in coordination with the Com-
18 missioner of Food and Drugs and the heads of other
19 agencies, as appropriate, shall convene a public
20 meeting for the purpose of discussing research ef-
21 forts aimed at improving nutrition and reducing the
22 incidence of diet-related chronic disease, with the
23 goal of informing Federal policy.

24 “(2) PARTICIPANTS.—

1 “(A) IN GENERAL.—Each meeting under
2 paragraph (1) shall involve a diverse group of
3 stakeholders, including food scientists and re-
4 searchers, registered dietitians and nutrition-
5 ists, clinicians specializing in nutrition-related
6 diseases, Federal stakeholders, and nongovern-
7 mental organizations focused on nutrition and
8 health.

9 “(B) CONSIDERATION.—In selecting stake-
10 holders described in subparagraph (A) for par-
11 ticipation for each meeting under paragraph
12 (1), the Director of NIH shall ensure that
13 stakeholders who have no financial affiliation
14 with manufacturers of ultra-processed food
15 make up the majority of participants.

16 “(3) TOPICS.—Each meeting under paragraph
17 (1) shall include discussion of—

18 “(A) current research findings related to
19 nutrition and chronic disease, including the im-
20 pact of food labeling requirements under section
21 403(z) of the Federal Food, Drug, and Cos-
22 metic Act;

23 “(B) any gaps in such research and prior-
24 ities for future research;

1 “(C) evidence-based practices for improv-
2 ing nutrition and innovative approaches to pre-
3 vent and manage chronic conditions through di-
4 etary innovations; and

5 “(D) such other topics as the Director of
6 NIH determines appropriate.

7 “(4) REPORT TO CONGRESS.—The Director
8 NIH, in coordination with the Commissioner of
9 Food and Drugs, shall submit a report on each
10 meeting under paragraph (1) to the Committee on
11 Health, Education, Labor, and Pensions of the Sen-
12 ate and the Committee on Energy and Commerce of
13 the House of Representatives, and shall make each
14 such report publicly available on the website of the
15 National Institutes of Health.

16 “(c) DEFINITION.—In this section, the term ‘ultra-
17 processed food’ has the meaning given such term in sec-
18 tion 403(z)(6) of the Federal Food, Drug, and Cosmetic
19 Act.

20 “(d) AUTHORIZATION OF APPROPRIATIONS.—For the
21 purpose of carrying out this section, there are authorized
22 to be appropriated \$60,000,000 for each fiscal years 2026
23 through 2030.”.

1 **SEC. 103. NUTRITION AND PHYSICAL ACTIVITY PUBLIC**
2 **EDUCATION CAMPAIGN.**

3 Title III of the Public Health Service Act (42 U.S.C.
4 241 et seq.) is amended by striking section 399Y and in-
5 serting the following:

6 **“SEC. 399Y. NUTRITION AND PHYSICAL ACTIVITY PUBLIC**
7 **EDUCATION CAMPAIGN.**

8 “(a) IN GENERAL.—The Secretary, acting through
9 the Director of the Centers for Disease Control and Pre-
10 vention, and in collaboration with national, State, Tribal,
11 and local partners, physical activity organizations, nutri-
12 tion experts, physical activity experts, health professional
13 organizations, and other organizations, as appropriate,
14 shall develop a national public campaign to educate the
15 public, including adults, children, and caregivers, con-
16 cerning—

17 “(1) how to read and understand the nutrient
18 warning labels required under subparagraphs (1)
19 through (4) of section 403(z) of the Federal Food,
20 Drug, and Cosmetic Act;

21 “(2) the health risks associated with obesity, in-
22 activity, and poor nutrition, including consumption
23 of foods described in subparagraphs (1) through (4)
24 of section 403(z) of the Federal Food, Drug, and
25 Cosmetic Act;

1 “(3) ways to incorporate physical activity into
2 daily living;

3 “(4) ways to support a healthy lifestyle and re-
4 duce the risk of chronic illness, including obesity;

5 “(5) the benefits of good nutrition; and

6 “(6) strategies to improve eating and drinking
7 habits, such as identifying and selecting healthier
8 food choices and reducing consumption of added
9 sugars, saturated fat, and sodium.

10 “(b) AUTHORIZATION OF APPROPRIATIONS.—There
11 are authorized to be appropriated to carry out this section
12 \$10,000,000 for each of the fiscal years 2026 through
13 2030.”.

14 **TITLE II—FEDERAL TRADE** 15 **COMMISSION**

16 **SEC. 201. DEFINITIONS.**

17 In this title:

18 (1) CHILD.—The term “child” means an indi-
19 vidual who is under the age of 13.

20 (2) CHILD-DIRECTED ADVERTISING.—The term
21 “child-directed advertising” means any advertise-
22 ment—

23 (A) that uses themes or promotional strat-
24 egies that appeal to children, which may include
25 the use of—

1 (i) fun or fantasy themes, cartoon
2 characters, social media influencers, ani-
3 mation, endorsements by celebrities and
4 athletes, cross-promotions using fictional
5 characters, children’s music, actors, or sit-
6 uations representing children’s daily life; or

7 (ii) free gifts or toys, contests, inter-
8 active games, or mobile or computer appli-
9 cations; or

10 (B) in media for which children comprise
11 at least 30 percent of the audience, as deter-
12 mined by the Commission, that is displayed
13 using—

14 (i) traditional measured media, such
15 as television, radio, and printed media; or

16 (ii) electronic media, content created
17 by influencers, online videos, company-
18 sponsored websites, social media, movies,
19 and video games.

20 (3) COMMISSION.—The term “Commission”
21 means the Federal Trade Commission.

22 (4) JUNK FOOD.—The term “junk food” means
23 products with labeling requirements described in
24 subparagraph (1), (2), (3), or (4) of paragraph (z)
25 of section 403 of the Federal Food, Drug, and Cos-

1 metric Act (21 U.S.C. 343), as added by section
2 101(a) of this Act.

3 **SEC. 202. RESTRICTIONS ON ADVERTISEMENTS FOR JUNK**
4 **FOOD DIRECTED AT CHILDREN; REQUIRED**
5 **DISCLOSURE OF ANY HEALTH AND NUTRIENT**
6 **WARNING LABEL IN ADVERTISEMENTS.**

7 (a) MARKETING OR ADVERTISING JUNK FOOD TO
8 CHILDREN.—

9 (1) IN GENERAL.—It shall be unlawful for any
10 person to market or advertise, or produce or dis-
11 tribute any advertisement or marketing material for,
12 junk food by using child-directed advertising.

13 (2) CONSIDERATIONS.—In determining whether
14 any marketing or advertising uses child-directed ad-
15 vertising for purposes of subparagraph (A), the
16 Commission shall consider the totality of the cir-
17 cumstances.

18 (b) REQUIRED DISCLOSURE.—It shall be unlawful
19 for any person to market or advertise, or produce or dis-
20 tribute any advertisement or marketing material for, junk
21 food without including in such advertisement or marketing
22 material the relevant mandatory health or nutrient warn-
23 ing label or notice described in section 403(z) of the Fed-
24 eral Food, Drug, and Cosmetic Act (21 U.S.C. 343(z)).

1 (c) EFFECTIVE DATE.—The prohibitions established
2 in this section shall take effect on the date that is 1 year
3 after the date of enactment of this Act.

4 (d) ENFORCEMENT BY THE COMMISSION.—

5 (1) UNFAIR OR DECEPTIVE ACT OR PRAC-
6 TICE.—A violation of this section or a regulation
7 promulgated under this section shall be treated as a
8 violation of a rule defining an unfair or deceptive act
9 or practice under section 18(a)(1)(B) of the Federal
10 Trade Commission Act (15 U.S.C. 57a(a)(1)(B)).

11 (2) POWERS OF THE COMMISSION.—

12 (A) IN GENERAL.—Except as provided in
13 subparagraph (C), the Commission shall enforce
14 this section in the same manner, by the same
15 means, and with the same jurisdiction, powers,
16 and duties as though all applicable terms and
17 provisions of the Federal Trade Commission
18 Act (15 U.S.C. 41 et seq.) were incorporated
19 into and made a part of this section.

20 (B) PRIVILEGES AND IMMUNITIES.—Ex-
21 cept as provided in subparagraph (C), any per-
22 son who violates this section or a regulation
23 promulgated under this section shall be subject
24 to the penalties and entitled to the privileges

1 and immunities provided in the Federal Trade
2 Commission Act (15 U.S.C. 41 et seq.).

3 (C) COMMON CARRIERS.—Notwithstanding
4 section 4, 5(a)(2), or 6 of the Federal Trade
5 Commission Act (15 U.S.C. 44, 45(a)(2), 46)
6 or any jurisdictional limitation of the Commis-
7 sion, the Commission shall also enforce this
8 Act, in the same manner provided in subpara-
9 graphs (A) and (B), with respect to common
10 carriers subject to the Communications Act of
11 1934 (47 U.S.C. 151 et seq.) and Acts amend-
12 atory thereof and supplementary thereto.

13 (D) AUTHORITY PRESERVED.—Nothing in
14 this section shall be construed to limit the au-
15 thority of the Commission under any other pro-
16 vision of law.

17 (E) RULEMAKING.—The Commission shall
18 promulgate in accordance with section 553 of
19 title 5, United States Code, such rules as may
20 be necessary to carry out this section.

21 **SEC. 203. RESTORING THE FEDERAL TRADE COMMISSION'S**
22 **ABILITY TO PROMULGATE RULES ON CHIL-**
23 **DREN'S ADVERTISING.**

24 (a) IN GENERAL.—Section 18(h) of the Federal
25 Trade Commission Act (15 U.S.C. 57a(h)) is repealed.

1 (b) CONFORMING AMENDMENT.—Section 18(a)(1) of
2 such Act is amended in the matter preceding subpara-
3 graph (A), by striking “Except as provided in subsection
4 (h), the Commission” and inserting “The Commission”.

○