

119TH CONGRESS
1ST SESSION

S. 2068

To ban drug manufacturers from using direct-to-consumer advertising,
including social media, to promote their products.

IN THE SENATE OF THE UNITED STATES

JUNE 12, 2025

Mr. SANDERS (for himself, Mr. KING, Mr. MURPHY, Mr. WELCH, Mr. MERKLEY, and Mr. DURBIN) introduced the following bill; which was read twice and referred to the Committee on Health, Education, Labor, and Pensions

A BILL

To ban drug manufacturers from using direct-to-consumer advertising, including social media, to promote their products.

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 “End Prescription Drug
5 Ads Now Act”.

1 **SEC. 2. PROHIBITION ON DIRECT-TO-CONSUMER DRUG AD-**
2 **VERTISING OF DRUGS.**

3 (a) IN GENERAL.—Section 502 the Federal Food,
4 Drug, and Cosmetic Act (21 U.S.C. 352) is amended by
5 adding at the end the following:

6 “(hh)(1) If it is a drug approved under section 505
7 or licensed under section 351 of the Public Health Service
8 Act, and subject to section 503(b)(1), and the holder of
9 the approved application under section 505 or of the li-
10 cense under such section 351 has conducted direct-to-con-
11 sumer advertising of the drug within the most recent 30-
12 day period.

13 “(2) For purposes of this paragraph, the term ‘direct-
14 to-consumer advertising’, with respect to a drug subject
15 to section 503(b)(1), means any promotional communica-
16 tion targeting consumers, including through television,
17 radio, print media, digital platforms, and social media, for
18 purposes of marketing such a drug.”.

19 (b) EFFECTIVE DATE.—The amendment made by
20 subsection (a) shall take effect 30 days after the date of
21 enactment of this Act, and shall apply with respect to any
22 drug approved under section 505 of the Federal Food,
23 Drug, and Cosmetic Act (21 U.S.C. 355) or licensed under
24 section 351 of the Public Health Service Act (42 U.S.C.

1 262), regardless of when the drug was approved or li-
2 censed.

