

119TH CONGRESS
1ST SESSION

H. R. 4605

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

IN THE HOUSE OF REPRESENTATIVES

JULY 22, 2025

Mr. NADLER (for himself and Ms. DEXTER) introduced the following bill;
which was referred to the Committee on Energy and Commerce

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”.

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

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

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

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

14 (b) EFFECTIVE DATE.—The amendment made by
15 subsection (a) shall take effect 30 days after the date of
16 enactment of this Act, and shall apply with respect to any
17 drug approved under section 505 of the Federal Food,
18 Drug, and Cosmetic Act (21 U.S.C. 355) or licensed under
19 section 351 of the Public Health Service Act (42 U.S.C.
20 262), regardless of when the drug was approved or li-
21 censed.

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