

- (1) The written statement is printed in the same size and style of font and for the same duration as other printed information in the advertisement.
- (2) The verbal statement is made at approximately the same volume and uses approximately the same number of words per minute as the voice-over of longest duration in the advertisement, excluding any statement required by proposed law.

A violation of proposed law shall be a deceptive and unfair trade practice and the violator shall be subject to all penalties provided for in the Unfair Trade Practices and Consumer Protection Law.

Proposed law does not apply to any media entity responsible for the production or publication of any advertisement found to be in violation of proposed law. Further provides that the carriage, distribution, transmission, or display of any advertisement by a media entity shall not be considered a violation of proposed law.

Proposed law does not apply to any member of a profession regulated by the Supreme Court.

Effective August 1, 2022.

(Adds R.S. 51:3221)

Summary of Amendments Adopted by Senate

Committee Amendments Proposed by Senate Committee on Commerce, Consumer Protection, and International Affairs to the original bill

1. Exempts from proposed law the regulation of any member of a profession if the regulation of that profession has been granted to a governmental entity by the Louisiana Constitution.

Senate Floor Amendments to engrossed bill

1. Exempts from proposed law those professions regulated by the Supreme Court.
2. Makes a technical amendment.