

person who violates the provisions of present law relative to the false or misleading advertising of a drug is to be fined up to \$1,000 for each violation if the violation does not involve gross deception or imminent danger to health, and is established by opinion evidence only.

Proposed law retains present law and adds that any person who violates present law relative to misbranding or adulteration of any drug with the intent to defraud or mislead is to be imprisoned, with or without hard labor, for up to five years, or fined up to \$10,000, or both.

Effective August 1, 2017.

(Amends R.S. 40:639; adds R.S. 40:971.3)