

MAINE STATE LEGISLATURE

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120th MAINE LEGISLATURE

FIRST REGULAR SESSION-2001

Legislative Document

No. 1022

H.P. 778

House of Representatives, February 20, 2001

An Act to Require Full Disclosure of Prescription Drug Marketing Costs.

Reference to the Committee on Health and Human Services suggested and ordered printed.

Millicent M. MacFarland

MILLICENT M. MacFARLAND, Clerk

Presented by Representative KANE of Saco.
Cosponsored by Senator BROMLEY of Cumberland and
Representatives: FULLER of Manchester, LaVERDIERE of Wilton, MUSE of South
Portland, O'NEIL of Saco, TWOMEY of Biddeford, Senators: EDMONDS of Cumberland,
GAGNON of Kennebec, ROTUNDO of Androscoggin.

2 **Be it enacted by the People of the State of Maine as follows:**

4 **Sec. 1. 22 MRSA §2699** is enacted to read:

6 **§2699. Marketing costs**

8 A manufacturer, distributor, retailer or labeler of
10 prescription drugs that sells prescription drugs in the State
12 shall make available for public inspection all costs associated
with marketing the prescription drugs including advertising and
direct promotion to physicians including educational programs,
product samples and promotional gifts.

14 **SUMMARY**

16 **This bill requires companies who sell prescription drugs in**
18 **the State to make available for public inspection all costs**
associated with marketing the drugs.