

New York's "Beauty Justice Act" Seeks to Restrict Chemicals in Beauty & Cosmetic Products

By Robert G. Weller and Max R. Lewkowski

New York State is attempting to pass a bill "to restrict chemicals that may harm the health of New Yorkers during production, use, or disposal of personal care products and cosmetic products." Making its way through the legislative process is the "[Beauty Justice Act](#)" – [New York Assembly Bill A2054B](#) – which seeks to regulate ingredients in personal care products and cosmetics by prohibiting "the sale of personal care products and cosmetic products containing certain restricted products." In doing so, the bill supplements Section 3, [Article 37 of the Environmental Conservation Law](#) – effectively converting it from a patchwork ban of certain chemicals and substances into a structured regulatory system for personal care products and cosmetic products more commensurate with that of the European Union, Canada, Japan, Cambodia, and Vietnam.

i. Status

The original Assembly bill, [A2054](#), was introduced to the New York State Assembly on January 14, 2025. It was twice amended and is currently pending before the New York Assembly's Ways & Means Committee. The New York Senate's companion bill, [S2057](#), which is different but substantively the same, passed in June 2025. If both chambers pass the same bill, it will go to Governor Hochul for signature to become law.

ii. Substance

The bill would prohibit as of January 1, 2029 the sale or offer of sale in New York State of any personal care product or cosmetic product containing a restricted substance as an "intentionally added ingredient", which the bill defines as:

any element or compound that a manufacturer has intentionally added to a personal care product, and which has a functional or technical effect in the finished product, including, but not limited to, the components of intentionally added fragrance, flavoring and colorants, and the intentional breakdown products of an added element or compound that also has a functional or technical effect on the finished product.

Outside the bill's purview are *unintentionally* added elements and compounds, as well as *unintentional* breakdown products of an added element or compound, that nonetheless have a functional or technical effect on the finished product.

The proposed Beauty Justice Act categorizes the following ingredients (as well as others¹) as "Restricted Substances":

- Lead
- Isobutylparaben
- Isopropylparaben

¹ For a more complete list of restricted substances under the Act: "[Beauty Justice Act](#)" – [New York Assembly Bill A2054B](#).

- Perfluoroalkyl and Polyfluoroalkyl Substances (PFAS)
- Formaldehyde and Formaldehyde Releasers
- Benzene
- Asbestos

Additionally, within one year of it becoming law, state health officials must promulgate rules and regulations necessary for implementing the Beauty Justice Act. In doing so, they must consider: (a) relevant research; (b) laws and policies in other states, and (c) input from relevant stakeholders (e.g. independent cosmetologists, small businesses offering cosmetology services, such as beauty salons, and small manufacturers of cosmetic products).

As the legislative process plays out, it is evident that the Beauty Justice Act signals a shift in New York's beauty and cosmetic regulatory framework, moving from limited and reactive to comprehensive and proactive. If enacted, beauty and cosmetic product manufacturers, as well as other industry participants, will need to ensure compliance with New York law and applicable product standards.



This Mass Tort Litigation Update is intended to keep readers current on developments in the law. It is not intended to be legal advice. If you have any questions, please contact [Rob Weller](mailto:rweller@eckertseamans.com) at 617.342.6869 or rweller@eckertseamans.com, [Max Lewkowski](mailto:mlewkowski@eckerytseamans.com) at 646.513.2290 or mlewkowski@eckerytseamans.com, or any other attorney at Eckert Seamans with whom you have been working.