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H.B. No. 2735

A BILL TO BE ENTITLED

AN ACT

relating to a prohibition on e-cigarette advertising in certain locations.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF TEXAS:

SECTION 1. The heading to Subchapter K, Chapter 161, Health and Safety Code, is amended to read as follows:

SUBCHAPTER K. PROHIBITION OF CERTAIN CIGARETTE, E-CIGARETTE, OR  
TOBACCO PRODUCT ADVERTISING; FEE

SECTION 2. Section 161.121, Health and Safety Code, is amended by adding Subdivision (2-a) to read as follows:

(2-a) "E-cigarette" has the meaning assigned by  
Section 161.081.

SECTION 3. Sections 161.122(a), (b), and (e), Health and Safety Code, are amended to read as follows:

(a) Except as provided by this section, a sign containing an advertisement for cigarettes, e-cigarettes, or tobacco products may not be located closer than 1,000 feet to a church or school.

(b) The measurement of the distance between the sign containing an advertisement for cigarettes, e-cigarettes, or tobacco products and an institution listed in Subsection (a) is from the nearest property line of the institution to a point on a street or highway closest to the sign, along street lines and in direct lines across intersections.

(e) Subsection (a) does not apply to a sign containing an

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1 advertisement for cigarettes, e-cigarettes, or tobacco products  
2 that, before September 1, 1997, was located closer than 1,000 feet  
3 to a church or school but that was not located closer than 500 feet  
4 to the church or school.

5 SECTION 4. This Act takes effect September 1, 2025.