

1                                   A bill to be entitled  
 2           An act relating to contact lens pricing practices;  
 3           creating s. 501.161, F.S.; prohibiting certain acts by  
 4           manufacturers of prescription contact lenses relating  
 5           to the retail sale, advertising, pricing, and  
 6           distribution of contact lenses; prohibiting the use of  
 7           a contact lens distributor for certain purposes;  
 8           providing for enforcement under the Florida Deceptive  
 9           and Unfair Trade Practices Act; providing an effective  
 10          date.

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 12 Be It Enacted by the Legislature of the State of Florida:

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 14           Section 1.   Section 501.161, Florida Statutes, is created  
 15 to read:

16           501.161 Contact lens pricing practices.-

17           (1) A manufacturer of prescription contact lenses may not:

18           (a) Prevent, by any means, including through a unilateral  
 19 policy or agreement, a retailer from selling or advertising  
 20 contact lenses to consumers below any specified price.

21           (b) Limit the ability of a retailer to determine prices at  
 22 which contact lenses are offered or advertised to consumers.

23           (c) Restrict options available to contact lens purchasers  
 24 by discriminating in the distribution of contact lenses based on  
 25 the channel of trade or based on whether the retailer is, or is  
 26 associated with, a person or entity authorized by law to

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27 prescribe contact lenses.

28 (2) A manufacturer may not use a contact lens distributor  
29 to avoid compliance with this section.

30 (3) A violation of this section constitutes an unfair or  
31 deceptive act or practice within the meaning of the Florida  
32 Deceptive and Unfair Trade Practices Act, and the violator may  
33 be subject to civil or administrative action by an enforcing  
34 authority under part II of this chapter.

35 Section 2. This act shall take effect July 1, 2015.