

Troutman Pepper Locke State Attorneys General Monitor – June 18, 2026

WRITTEN BY

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State attorneys general increasingly impact businesses in all industries. Our nationally recognized [state AG team](#) has been trusted by clients for more than 20 years to navigate their most complicated state AG investigations and enforcement actions.

State Attorneys General Monitor analyzes regulatory actions by state AGs and other state administrative agencies throughout the nation. Contributors to this newsletter and related [blog](#) include attorneys experienced in regulatory enforcement, litigation, and compliance. Also visit our [State Attorneys General Monitor microsite](#).

Contact our State AG team at StateAG@troutman.com.

MULTISTATE AG NEWS

18 STATE AGS SETTLE COVID-19 TEST PRICING MULTISTATE INVESTIGATION INTO TESTING LAB

By [Troutman Pepper Locke State Attorneys General Team](#)

On June 10, 2026, a coalition of 18 state attorneys general entered into a \$4.88 million settlement with GS Labs, LLC, resolving claims that the now-defunct testing company overcharged consumers for COVID-19 tests and engaged in deceptive advertising practices during the pandemic. The settlement requires GS Labs to pay up to \$3.63 million in consumer restitution and \$1.25 million in costs and fees to the states. The enforcement action highlights ongoing state-level efforts to hold companies accountable for alleged pandemic-era price gouging and deceptive trade practices and offers lessons for companies navigating consumer protection compliance during public health emergencies and beyond.

[Read more](#)

SINGLE-STATE AG NEWS

NEW YORK PASSES ONE FAIR PRICE ACT BANNING SURVEILLANCE PRICING

By [Troutman Pepper Locke State Attorneys General Team](#)

On June 10, 2026, the New York State Legislature [passed](#) the One Fair Price Act ([S.8623B/A.9349B](#)), first-in-the-nation legislation that bans surveillance pricing. Championed by New York Attorney General Letitia James and

sponsored by Assemblymember Emérita Torres and Senator Rachel May, the bill now heads to Governor Kathy Hochul for signature.

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TEXAS AG OPENS INVESTIGATION INTO CELSIUS OVER YOUTH MARKETING AND CAFFEINE RISKS

By [Troutman Pepper Locke State Attorneys General Team](#)

On June 4, 2026, Texas Attorney General Ken Paxton [announced](#) an investigation into Celsius Holdings, Inc. regarding the marketing of its Alani Nu energy drinks and whether the company misrepresents their safety to teens and children, in violation of the Texas Deceptive Trade Practices Act. The probe was prompted by the tragic death of a 17-year-old Texas cheerleader, whose family filed a wrongful death lawsuit claiming she died from an enlarged heart allegedly caused by excessive caffeine consumption.

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AG OF THE WEEK

JENNIFER DAVENPORT, NEW JERSEY

Jay Jones was elected as Virginia's 49th AG in November 2025 and was sworn into office on January 17, 2026. A lifelong resident of Norfolk, he comes from a family with deep roots in public service: his grandfather, Hilary H. Jones Sr., was a pioneering civil rights attorney and the first Black member of both the Norfolk School Board and the Virginia State Board of Education, and his parents have each served the Commonwealth in judicial and governmental roles.

As AG, Jones leads the Office of the AG in its work to uphold Virginia law, support public safety, protect consumers, and safeguard the rights of Virginians. His experience spans both public service and private practice. He previously served as an assistant AG in the Office of the AG for the District of Columbia, where he worked in the Office of Consumer Protection on matters involving unfair and deceptive practices. He also practiced law in Virginia and at a national law firm, focusing on state AG matters, regulatory and policy issues, and complex litigation, including cases involving consumer protection and public interest concerns.

From 2018 to 2021, Jones represented the 89th District (Norfolk) in the Virginia House of Delegates. During his tenure, he worked on legislation related to health care access, education, economic opportunity, and energy and environmental policy. He sponsored the "Ashanti Alert," which established a missing persons alert system for adults in Virginia and has since been adopted nationwide.

Jones earned a bachelor's degree in government from the College of William & Mary and a law degree from the University of Virginia School of Law. Earlier in his career, he worked as an analyst in the financial sector. He has been active in community and civic organizations, including boards focused on youth, sports, and regional development in the Norfolk area. Jones lives in Norfolk with his wife, Mavis, and their two sons, Charles and Zachary.

AG IN THE NEWS

- Jones [announced](#) that, beginning July 1, 2026, the Virginia Office of the Attorney General will have expanded authority to combat notario fraud, a scam targeting Spanish-speaking communities in which individuals falsely hold themselves out as attorneys or authorized legal representatives, often in immigration matters. The new law will allow the OAG to issue civil investigative demands, seek injunctions, recover consumer restitution, obtain attorneys' fees and costs, and pursue civil penalties increased fivefold against offenders, building on Virginia's 2014 prohibition on notaries using "notario" or similar non-English terms implying authority to practice law unless licensed in Virginia.
- Jones [joined](#) a coalition of 18 AGs and state agencies opposing the Securing and Establishing Consumer Uniform Rights and Enforcement over Data Act (SECURE Data Act), urging Congress to reject the proposed federal privacy legislation because it would preempt state data privacy laws, limit state enforcement authority, and effectively nullify Virginia's existing privacy protections. The coalition argued that any federal privacy framework should set a floor rather than a ceiling for consumer protections, allow states to respond to evolving technology and data collection practices, and preserve stronger state remedies for consumers whose data privacy rights are violated.

UPCOMING AG EVENTS

- June: NAAG | 2026 Presidential Summit | Greenwich, CT
- July: DAGA | Presidential Retreat | Napa, CA
- August: AGA | Women's Empowerment Summit | Palm Beach, FL
- August: RAGA | Victory Fund Golf Retreat & Tech Summit | Pebble Beach, CA

For more on upcoming AG Events, [click here](#).

Troutman Pepper Locke's State Attorneys General team combines legal acumen and government experience to develop comprehensive, thoughtful strategies for clients. Our attorneys handle individual and multistate AG investigations, proactive counseling and litigation, and manage ancillary regulatory issues. Our successful approach has been recognized by *Chambers USA*, which ranked our practice as a leader in the industry.

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