

THIS ISSM OUR WATCH

WE I.D. TOBACCO PURCHASES

**RETAILER
MATERIALS
SUGGESTIONS
FOR USE**



INTRODUCTION

To help you better understand federal laws and regulations regarding the sale of tobacco products, FDA's Center for Tobacco Products has developed a new education program, This Is Our Watch®. The program aims to help raise awareness and understanding among retailers regarding FDA tobacco regulations, the importance of compliance, and the greater purpose — protecting the nation's youth from the harms of tobacco use.

This guide provides recommendations and suggestions for using each of the This Is Our Watch® materials you have received. Please be advised that retailers are NOT required to display This Is Our Watch® materials in stores; participation is voluntary.

POSTER

This 11" x 17" poster summarizes some of the important regulations for selling tobacco in retail establishments.

Suggested Placement: On the walls and windows of your establishment, near your register, or in your break room — wherever store employees can see it.

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IT'S UP TO US TO PROTECT OUR COMMUNITY FROM UNDERAGE TOBACCO USE.

- Check photo ID of everyone under age 27 who attempts to purchase any tobacco product.
- Only sell tobacco products to customers age 18 or older.*
- Never sell tobacco products in a vending machine unless in an adult-only facility.**
- Don't give away free samples of tobacco products to consumers, including any of their components or parts.***

*Customers must show a valid photo ID to verify their age. Valid IDs include a driver's license, state ID, or passport. For example, in some states like Michigan, age is 18.
**Only when used for the sale of adult-only tobacco products and only when permitted by state or local law.
***Free samples of tobacco products are prohibited in all states except for limited cases. See www.fda.gov/tobacco.

For a complete list of tobacco purchases, visit www.fda.gov/tobacco

FOR A COMPLETE LIST OF TOBACCO PURCHASES, VISIT WWW.FDA.GOV/TOBACCO



REGULATION FLYERS

These flyers provide a quick breakdown of current tobacco regulations.

Suggested Placement: On the walls and windows of your establishment, near your register, or in your break room — wherever store employees can see it.

FDA RULES FOR CIGARETTES, CIGARETTE TOBACCO, AND ROLL-YOUR-OWN (RYO) TOBACCO SALES

Are you taking the necessary steps to prevent underage tobacco use?



Check photo ID of everyone under age 27 who attempts to purchase cigarettes, cigarette tobacco, or RYO tobacco.



Only sell cigarettes, cigarette tobacco, or RYO tobacco to customers age 18 and older.*



Only sell cigarettes, cigarette tobacco, and RYO tobacco in a direct, face-to-face exchange.**



Do NOT sell flavored cigarettes, cigarette tobacco, or RYO tobacco.***



Do NOT give away free samples of cigarettes, cigarette tobacco, or RYO tobacco, including any of their components or parts.



Do NOT sell cigarette packages containing fewer than 20 cigarettes or single cigarettes, known as "loosies."

PROVIDED BY THE FDA CENTER FOR TOBACCO PRODUCTS

This flyer provides a snapshot of some of the requirements for cigarettes, cigarette tobacco, and RYO tobacco. See our website www.FDA.gov/Tobacco for a full list of requirements that may apply to you.

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*Retailers must also follow state or local tobacco laws, even if they are more restrictive. For example, in some states the minimum age is 21.

**The sale of cigarettes, cigarette tobacco, and cigarette tobacco through vending machines and all remote delivery is banned in each state that has taken action to prevent underage tobacco use.

***Federal and tobacco flavored cigarettes, cigarette tobacco, and RYO tobacco are prohibited to be sold.

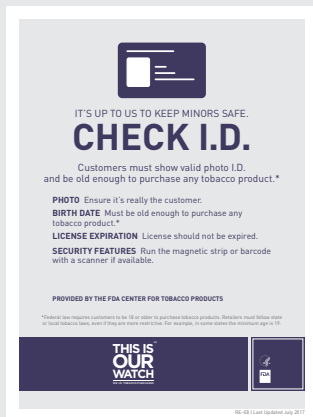
R02-02 | Last Updated August 2017



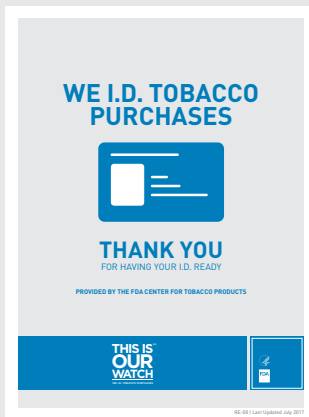
REGISTER SIGNAGE

The two-sided register sign serves multiple purposes. One side informs customers that they must have their I.D. ready in order to purchase tobacco. The other side contains useful information about what retailers should be looking for when checking a customer's I.D.

Suggested Placement: On the transaction window or on the sales counter, with the retailer side facing the clerk and the customer side facing away.



Retailer-Facing



Consumer-Facing



STICKERS

We've included This Is Our Watch® stickers in various sizes to use however you'd like.

Suggested Placement: On cash registers, clothing, nametags, doors, windows, or walls of establishment.



AGE VERIFICATION CALENDAR

The age verification calendar allows you to easily figure out whether or not your customer is old enough to legally purchase tobacco products according to federal law. This tool tells you the exact date a customer must be born on or prior to in order to buy tobacco. REMINDER: You must also follow state or local tobacco laws, even if they are more restrictive. For example, in some states the minimum age to purchase a tobacco product is 19.

Suggested Placement: On sales counter with the retailer side facing the clerk and the customer side facing away. Prop the calendar up using the built-in stand.



