



Thank you for breaking the chain of tobacco addiction among America's youth by following federal tobacco laws.

PLEASE SHARE WITH ALL STORE EMPLOYEES

[insert state mailing label here]

For information about your state tobacco laws, visit [insert state Web site] or call [insert state phone number].

OFFICIAL BUSINESS
PENALTY FOR PRIVATE USE \$300

[insert Return Address Here]

FIRST CLASS MAIL
POSTAGE & FEES PAID
NIH/NCI
PERMIT NO. G-806

U.S. Food and Drug Administration New Federal Tobacco Laws INFORMATION FOR RETAILERS



Break the chain of tobacco addiction among America's youth.

IT'S THE LAW
and the right thing to do.



1-877-287-1373
www.fda.gov/BreakTheChain

DO YOU SELL TOBACCO PRODUCTS?



Then you must comply with these federal laws:*

- Check ID of everyone appearing under age 27 who attempts to purchase cigarettes or smokeless tobacco.
- Only sell cigarettes and smokeless tobacco to anyone age 18 or older. (Retailers must comply with more restrictive state or local laws. For example, the legal age in Alabama, Alaska, New Jersey, and Utah is 19.)
- Only sell cigarettes and smokeless tobacco in a direct, face-to-face exchange. (Vending machines and self-service displays are restricted to adult-only venues. Please note that tobacco vending machines are banned in some states.)
- Do NOT break open cigarette or smokeless tobacco packages to sell products in smaller amounts.
- Do NOT give away free samples of cigarettes or smokeless tobacco.
- Do NOT sell or give away items, such as hats or t-shirts, with tobacco brands or logos.
- Do NOT sell flavored cigarettes, such as strawberry, grape, orange, clove, cinnamon, pineapple, vanilla, coconut, licorice, cocoa, chocolate, cherry, or coffee cigarettes.

* This is only a summary of the laws. For the full list of federal laws, visit: www.fda.gov/BreakTheChain.

* Retailers must also follow state tobacco laws. Please check with your state tobacco control office for more information.

Why Are These Laws Important?

These laws are designed to make tobacco products less accessible and less attractive to youth. Every day nearly 4,000 kids try their first cigarette and 1,000 kids become daily smokers. Many of these children will become addicted before they are old enough to understand the risks, and they will ultimately die of tobacco-related diseases. As a retailer, you play an important role in protecting children and adolescents by complying with the law.

Show Your Support

Place these stickers on cash registers or counters.

Join Us in Breaking the Chain of Tobacco Addiction

Join the FDA retailer education campaign, Break the Chain of Tobacco Addiction. Visit www.fda.gov/BreakTheChain for free tools, tips, resources, and contests.

Do You Have Questions?

Contact the FDA Center for Tobacco Products

Phone: 1-877-287-1373 E-mail: AskCTP@fda.hhs.gov

Website: www.fda.gov/BreakTheChain

Mail: U.S. Food and Drug Administration
Center for Tobacco Products
9200 Corporate Blvd., Rockville, MD 20850

To order more, visit
www.fda.gov/BreakTheChain

To order more, visit
www.fda.gov/BreakTheChain

To order more, visit
www.fda.gov/BreakTheChain

To order more, visit
www.fda.gov/BreakTheChain