

# **Variant A: Make Real Change**

# Variant A: Break Room Poster



WE MAKE REAL  
**CHANGE**  
WE I.D. TOBACCO PURCHASES

**IT'S NOT THE CHANGE YOU GIVE. IT'S THE CHANGE YOU CAN MAKE.**

Help change the lives of youth in your community by following the law when it comes to underage smoking.

- Photo ID anyone who looks under 27
- Only sell tobacco products to those 18 or older\*
- Never sell packs containing fewer than 20 cigarettes or single "loosies"
- Never give away free samples

\*Retailers must also follow state or local tobacco laws, even if they are more restrictive. For example, in some states the minimum age is 19.



\*Placeholder photography. Real people will be used.

Variant A: Over-sized Postcard



Over-sized Postcard

\*Placeholder photography.  
Real people will be used.

Front

Back

**ON AVERAGE, SMOKERS DIE AT LEAST 10 YEARS YOUNGER THAN NON-SMOKERS.**

IT'S NOT THE CHANGE YOU GIVE. IT'S THE CHANGE YOU CAN MAKE.

- Photo ID anyone who looks under 27
- Only sell tobacco products to those 18 or older\*
- Never sell packs containing fewer than 20 cigarettes or single "loosies"
- Never give away free samples

\*Retailers must also follow state or local tobacco laws, even if they are more restrictive. For example, in some states the minimum age is 19.

**WE MAKE REAL  
CHANGE**  
WE I.D. TOBACCO PURCHASES



U.S. Food and Drug Administration  
Center for Tobacco Products  
10903 New Hampshire Avenue  
Silver Spring, MD 20993

# Variant A: Fact Sheet

# IT'S NOT THE CHANGE YOU GIVE. IT'S THE CHANGE YOU CAN MAKE.

Change lives by following the law when it comes to underage smoking.



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



Do **NOT** sell cigarette packages containing fewer than 20 cigarettes.



Only sell cigarettes, cigarette tobacco, and smokeless tobacco to anyone age 18 and older.\*



Do **NOT** sell single cigarettes, also known as "loosies."



Do **NOT** give away free samples of cigarettes.



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



Do **NOT** give away free samples of smokeless tobacco except from a "qualified adult-only facility."



Do **NOT** break open cigarette or smokeless tobacco packages to sell products in smaller amounts.



Do **NOT** sell flavored cigarettes or flavored cigarette tobacco (other than menthol).

## WHY ARE THESE LAWS IMPORTANT?

These laws are designed to make regulated tobacco products less accessible and less attractive to youth. Every day nearly 3,300 kids try their first cigarette and more than 700 kids become daily smokers. Many of these children will become addicted before they are old enough to understand the risks, and they may ultimately die of tobacco-related diseases. As a retailer, you play an important role in protecting children and adolescents by complying with the law.

FDA.gov/TOBACCO Phone: 1.877.287.1373 E-mail: AskCTP@FDA.hhs.gov

WE MAKE REAL  
**CHANGE**  
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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 19.


\*\*The sale of cigarettes, cigarette tobacco, and smokeless tobacco through vending machines and self-service displays are allowed in adult-only facilities where no person younger than 18 is permitted to enter. Please note that tobacco product vending machines are banned in some states.

# Variant A: Regulation Cards





**CHECK PHOTO ID OF EVERYONE APPEARING UNDER AGE 27 WHO ATTEMPTS TO PURCHASE CIGARETTES, CIGARETTE TOBACCO, OR SMOKELESS TOBACCO**



**WE MAKE REAL CHANGE**  
WE I.D. TOBACCO PURCHASES



**DO NOT SELL SINGLE CIGARETTES ALSO KNOWN AS "LOOSIES"**



**WE MAKE REAL CHANGE**  
WE I.D. TOBACCO PURCHASES



**DO NOT BREAK OPEN CIGARETTE OR SMOKELESS TOBACCO PACKAGES TO SELL PRODUCTS IN SMALLER AMOUNTS**



**WE MAKE REAL CHANGE**  
WE I.D. TOBACCO PURCHASES

### KNOW THE LAW

-  Check photo ID of everyone appearing under age 27 who attempts to purchase cigarettes, cigarette tobacco, or smokeless tobacco.
-  Only sell cigarettes, cigarette tobacco, and smokeless tobacco to anyone age 18 and older.\*
-  Only sell cigarettes, cigarette tobacco, and smokeless tobacco in a direct, face-to-face exchange.\*\*
-  Do **NOT** break open cigarette or smokeless tobacco packages to sell products in smaller amounts.
-  Do **NOT** sell cigarette packages containing fewer than 20 cigarettes.
-  Do **NOT** sell single cigarettes, also known as "loosies."
-  Do **NOT** give away free samples of cigarettes.
-  Do **NOT** give away free samples of smokeless tobacco except from a "qualified adult-only facility."
-  Do **NOT** sell flavored cigarettes or flavored cigarette tobacco (other than menthol).

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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 smokeless tobacco through vending machines and self-service displays are allowed in adult-only facilities where no person younger than 18 is permitted to enter. Please note that tobacco product vending machines are banned in some states.

Back

# Variant A: Age Verification Tool

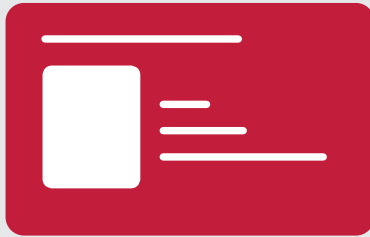


RETAILER VIEW



CUSTOMER VIEW

# Variant A: Customer Facing Register Signage



**THANK YOU**  
FOR HAVING YOUR I.D. READY

WE MAKE REAL  
**CHANGE**  
WE I.D. TOBACCO PURCHASES



**Variant B1: Not On Our Watch  
(With Shield)**

# Variant B1: Break Room Poster



**IT'S OUR WATCH.**

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

- Photo ID anyone who looks under 27
- Only sell tobacco products to those 18 or older\*
- Never sell packs containing fewer than 20 cigarettes or single "loosies"
- Never give away free samples

\*Retailers must also follow state or local tobacco laws, even if they are more restrictive. For example, in some states the minimum age is 19.

 **FDA** | CENTER FOR TOBACCO PRODUCTS

\*Placeholder photography. Real people will be used.



**Variant B1: Over-sized Postcard**



IT'S OUR TOWN. IT'S OUR PRIDE. IT'S OUR WATCH.



Over-sized Postcard

\*Placeholder photography.  
Real people will be used.

Front

Back

## WHY REFUSE UNDERAGE TOBACCO SALES?

9 out of 10 adult smokers started before they were 18.

- Photo ID anyone who looks under 27
- Only sell tobacco products to those 18 or older\*
- Never sell packs containing fewer than 20 cigarettes or single "loosies"
- Never give away free samples

**NOT ON OUR WATCH**

\*Retailers must also follow state or local tobacco laws, even if they are more restrictive.  
For example, in some states the minimum age is 19.

U.S. Food and Drug Administration  
Center for Tobacco Products  
10903 New Hampshire Avenue  
Silver Spring, MD 20993



# Variant B1: Fact Sheet

# IT'S OUR WATCH.

## ARE YOU FOLLOWING THESE RULES TO PROTECT OUR COMMUNITY FROM UNDERAGE TOBACCO USE?



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



Only sell cigarettes, cigarette tobacco, and smokeless tobacco to anyone age 18 and older.\*



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



Do **NOT** break open cigarette or smokeless tobacco packages to sell products in smaller amounts.



Do **NOT** sell cigarette packages containing fewer than 20 cigarettes.



Do **NOT** sell single cigarettes, also known as “loosies.”



Do **NOT** give away free samples of cigarettes.



Do **NOT** give away free samples of smokeless tobacco except from a “qualified adult-only facility.”



Do **NOT** sell flavored cigarettes or flavored cigarette tobacco (other than menthol).

### WHY ARE THESE LAWS IMPORTANT?

These laws are designed to make regulated tobacco products less accessible and less attractive to youth. Every day nearly 3,300 kids try their first cigarette and more than 700 kids become daily smokers. Many of these children will become addicted before they are old enough to understand the risks, and they may ultimately die of tobacco-related diseases. As a retailer, you play an important role in protecting children and adolescents by complying with the law.

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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 19.

\*\*The sale of cigarettes, cigarette tobacco, and smokeless tobacco through vending machines and self-service displays are allowed in adult-only facilities where no person younger than 18 is permitted to enter. Please note that tobacco product vending machines are banned in some states.

# Variant B1: Regulation Cards

**18+**

**ONLY SELL CIGARETTES, CIGARETTE TOBACCO, AND SMOKELESS TOBACCO TO ANYONE AGE 18 OR OLDER\***

\*Retailers must also follow state tobacco laws, even if they are more restrictive. For example, in some states the minimum age is 19.



**ONLY SELL CIGARETTES, CIGARETTE TOBACCO, AND SMOKELESS TOBACCO IN A DIRECT, FACE-TO-FACE EXCHANGE\***

\*The sale of cigarettes, cigarette tobacco, and smokeless tobacco through vending machines and self-service displays are allowed in adult-only facilities where no person younger than 18 is permitted to enter. Please note that tobacco product vending machines are banned in some states.



**DO NOT SELL FLAVORED CIGARETTES OR FLAVORED CIGARETTE TOBACCO (OTHER THAN MENTHOL)**



**KNOW THE LAW**

- Check photo ID of everyone appearing under age 27 who attempts to purchase cigarettes, cigarette tobacco, or smokeless tobacco.
- Only sell cigarettes, cigarette tobacco, and smokeless tobacco to anyone age 18 and older.\*
- Only sell cigarettes, cigarette tobacco, and smokeless tobacco in a direct, face-to-face exchange.\*\*
- Do **NOT** break open cigarette or smokeless tobacco packages to sell products in smaller amounts.
- Do **NOT** sell cigarette packages containing fewer than 20 cigarettes.
- Do **NOT** sell single cigarettes, also known as "loosies."
- Do **NOT** give away free samples of cigarettes.
- Do **NOT** give away free samples of smokeless tobacco except from a "qualified adult-only facility."
- Do **NOT** sell flavored cigarettes or flavored cigarette tobacco (other than menthol).

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 \*\*The sale of cigarettes, cigarette tobacco, and smokeless tobacco through vending machines and self-service displays are allowed in adult-only facilities where no person younger than 18 is permitted to enter. Please note that tobacco product vending machines are banned in some states.

Back

# Variant B1: Age Verification Tool





# Variant B1: Customer Facing Register Signage

TOBACCO WITHOUT AN I.D.?  
**NOT ON OUR WATCH**



**THANK YOU**  
FOR HAVING YOUR I.D. READY



# **Variant B2: Not On Our Watch (Without Shield)**

# Variant B2: Break Room Poster



**IT'S OUR WATCH.**

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

- Photo ID anyone who looks under 27
- Only sell tobacco products to those 18 or older\*
- Never sell packs containing fewer than 20 cigarettes or single "loosies"
- Never give away free samples

\*Retailers must also follow state or local tobacco laws, even if they are more restrictive. For example, in some states the minimum age is 19.

 **FDA** | CENTER FOR TOBACCO PRODUCTS

\*Placeholder photography. Real people will be used.

# Variant B2: Over-sized Postcard



IT'S OUR TOWN. IT'S OUR PRIDE. IT'S OUR WATCH.



Over-sized Postcard  
(No Shield)

\*Placeholder photography.  
Real people will be used.

Front  
Back

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Center for Tobacco Products  
10903 New Hampshire Avenue  
Silver Spring, MD 20993

## WHY REFUSE UNDERAGE TOBACCO SALES?

9 out of 10 adult smokers started before they were 18.

- Photo ID anyone who looks under 27
- Only sell tobacco products to those 18 or older\*
- Never sell packs containing fewer than 20 cigarettes or single "loosies"
- Never give away free samples

### NOT ON OUR WATCH

\*Retailers must also follow state or local tobacco laws, even if they are more restrictive.  
For example, in some states the minimum age is 19.



# Variant B2: Fact Sheet



# IT'S OUR WATCH.

## ARE YOU FOLLOWING THESE RULES TO PROTECT OUR COMMUNITY FROM UNDERAGE TOBACCO USE?



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



Only sell cigarettes, cigarette tobacco, and smokeless tobacco to anyone age 18 and older.\*



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



Do **NOT** break open cigarette or smokeless tobacco packages to sell products in smaller amounts.



Do **NOT** sell cigarette packages containing fewer than 20 cigarettes.



Do **NOT** sell single cigarettes, also known as “loosies.”



Do **NOT** give away free samples of cigarettes.



Do **NOT** give away free samples of smokeless tobacco except from a “qualified adult-only facility.”



Do **NOT** sell flavored cigarettes or flavored cigarette tobacco (other than menthol).

### WHY ARE THESE LAWS IMPORTANT?

These laws are designed to make regulated tobacco products less accessible and less attractive to youth. Every day nearly 3,300 kids try their first cigarette and more than 700 kids become daily smokers. Many of these children will become addicted before they are old enough to understand the risks, and they may ultimately die of tobacco-related diseases. As a retailer, you play an important role in protecting children and adolescents by complying with the law.

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\*\*The sale of cigarettes, cigarette tobacco, and smokeless tobacco through vending machines and self-service displays are allowed in adult-only facilities where no person younger than 18 is permitted to enter. Please note that tobacco product vending machines are banned in some states.

# Variant B2: Regulation Cards

**18+**

**ONLY SELL CIGARETTES, CIGARETTE TOBACCO, AND SMOKELESS TOBACCO TO ANYONE AGE 18 OR OLDER\***

\*Retailers must also follow state tobacco laws, even if they are more restrictive. For example, in some states the minimum age is 19.



**ONLY SELL CIGARETTES, CIGARETTE TOBACCO, AND SMOKELESS TOBACCO IN A DIRECT, FACE-TO-FACE EXCHANGE\***

\*The sale of cigarettes, cigarette tobacco, and smokeless tobacco through vending machines and self-service displays are allowed in adult-only facilities where no person younger than 18 is permitted to enter. Please note that tobacco product vending machines are banned in some states.



**DO NOT SELL FLAVORED CIGARETTES OR FLAVORED CIGARETTE TOBACCO (OTHER THAN MENTHOL)**



**KNOW THE LAW**

- Check photo ID of everyone appearing under age 27 who attempts to purchase cigarettes, cigarette tobacco, or smokeless tobacco.
- Only sell cigarettes, cigarette tobacco, and smokeless tobacco to anyone age 18 and older.\*
- Only sell cigarettes, cigarette tobacco, and smokeless tobacco in a direct, face-to-face exchange.\*\*
- Do **NOT** break open cigarette or smokeless tobacco packages to sell products in smaller amounts.
- Do **NOT** sell cigarette packages containing fewer than 20 cigarettes.
- Do **NOT** sell single cigarettes, also known as "loosies."
- Do **NOT** give away free samples of cigarettes.
- Do **NOT** give away free samples of smokeless tobacco except from a "qualified adult-only facility."
- Do **NOT** sell flavored cigarettes or flavored cigarette tobacco (other than menthol).

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Back

# Variant B2: Age Verification Tool



**IT'S OUR WATCH**  
AND IF YOU ARE BORN AFTER  
**AUGUST 11, 1996**  
WE WON'T SELL YOU TOBACCO



# Variant B2: Customer Facing Register Signage

TOBACCO WITHOUT AN I.D.?  
**NOT ON OUR WATCH**



**THANK YOU**  
FOR HAVING YOUR I.D. READY

