

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

Dear Retailer,

You and your employees have the responsibility to follow the federal laws and regulations when it comes to selling tobacco products. Many of these rules are aimed at protecting your community from underage tobacco use. Nearly 9 out of 10 adult smokers started experimenting before they were 18 years old, which is why the FDA regulates tobacco product sales to prevent underage smoking. In this toolkit, you'll find materials and resources to help you better understand the federal laws, including checking photo ID of everyone under the age of 27 and not giving away free samples, to name a few.

Please share the enclosed pieces with your staff:

- Poster
- Regulation flyers
- Register signage
- Stickers
- Age verification calendar

A suggestion booklet is also included to give you some ideas of where to place these materials so they will be most effective.

All of these materials are available for download or order on our website. We periodically update these materials as needed. Visit us online at [www.fda.gov/ThisIsOurWatch](http://www.fda.gov/ThisIsOurWatch) to download or order free materials for your store. If you are also interested in receiving retailer education updates, please sign up for our CTP News email list. Look for the "Connect with us" link at [www.fda.gov/tobacco!](http://www.fda.gov/tobacco!)

As a retailer, you must also follow your state or local tobacco laws, so we urge you to educate yourself on regulations in your area to avoid any issues or penalties.

By following these tobacco product regulations, you can make a major difference to a minor.  
**IT'S OUR TOWN. IT'S OUR PRIDE. IT'S OUR WATCH.**

**FROM THE FDA CENTER FOR TOBACCO PRODUCTS**

**THIS IS  
OUR  
WATCH**  
WE I.D. TOBACCO PURCHASES

