

TIPS FOR RETAILERS

- It's against the law in WV to sell tobacco products (which include cigarettes, cigarette papers, roll-your-own tobacco, pipes, cigars, cigarillos, snuff, snus, orbs, sticks, chewing tobacco, nicotine toothpicks, **any** product containing tobacco, tobacco derived or containing nicotine derived from tobacco, alternative nicotine products, and vapor products) to customers under the age of 18. (*WV State Code §16-9A-2 (c)*).
- The background color of a WV ID for youth under the age of 18 is **red**.
- Ask for photo ID (**FDA requires retailers to ask for photo ID of anyone who looks under the age of 27 for tobacco purchases**). Don't ask "What's your birth date".
- Make sure the person trying to buy is the same person on the ID presented.
- Look to see if the WV ID is vertical (up and down) or horizontal (sideways). If the license is vertical (up and down with a red background), the customer may not be old enough to buy tobacco products. Check the birth date.
- Make sure that the ID does not appear to be doctored or tampered with.
- When you ask for ID, if you see a **red** background, carefully check the date they turn 18 in the upper right-hand corner of the license or other state-issued ID (18th: _____. If the date of the attempted purchase is before the 18th birth date on the ID (in the upper right-hand corner), the customer is **NOT 18. Don't sell!**
- Don't override the age verification system where you work; it's there to help you.
- Don't swipe your own ID.
- You **ALWAYS** have the right to refuse—you could be fined and could possibly be fired for selling tobacco to a customer who is not 18. **Don't take the chance!**