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!