

## **Face-to-face Tobacco Sales: What Retailers Need to Know PSA (:30)**

Under new federal law, retailers can only sell cigarettes or smokeless tobacco to customers 18 and older. Federal law sets the minimum age requirement at 18, however states may have a more stringent requirement. Cigarettes and smokeless tobacco must only be sold in a direct, face-to-face exchange, except in adult-only facilities. You must see the customer with your own eyes and physically hand the product to the customer.

To learn more, visit [www.fda.gov/breakthechain](http://www.fda.gov/breakthechain).