

## **Don't Sell Tobacco to Minors: What Retailers Need to Know PSA (:30)**

Don't let minors buy tobacco, it's the law.

Under new federal law, retailers cannot sell cigarettes or smokeless tobacco products to anyone under 18.

When a customer under 27 makes a purchase, FDA requires retailers to verify the date of birth on a photo ID.

Federal law sets 18 as the minimum age. However, check with your state as it may have a more stringent requirement.

For more information on the new tobacco federal regulations, visit [www.fda.gov/breakthechain](http://www.fda.gov/breakthechain).