



Tobacco Retailers and the FDA

On March 19, 2010, the Food and Drug Administration (FDA) will publish a rule that restricts the sale, distribution, and marketing of cigarettes and smokeless tobacco products to protect children and adolescents. The rule is required by the Family Smoking Prevention and Tobacco Control Act and is intended to protect kids by making tobacco products less accessible and attractive to them.

As a retailer, you play an important role in protecting children and adolescents from the risks associated with using tobacco products. This is important because every day nearly 4,000 kids try their first cigarette and 1,000 kids become daily smokers. Many of these kids will become addicted before they are old enough to understand the risks and will ultimately die too young of tobacco-related diseases. This is an avoidable personal tragedy for those kids and their families as well as a preventable public health disaster for our country. Retailers are uniquely positioned to reduce underage access to tobacco products by complying with the FDA rule.

The FDA Center for Tobacco Products wants to provide you with information and tools to help you comply with the new requirements so together we can reduce the number of kids who will die early from tobacco-related diseases. Enforcement of the new rule will begin once it becomes effective on June 22, 2010.

Sample of the New Federal Requirements:

- Prohibits the sale of cigarettes or smokeless tobacco to anyone under 18 (if the minimum age in your State is more than 18, you must comply with the State age requirement).
- Prohibits the sale of single cigarettes (“loosies”) or packs with fewer than 20 cigarettes.

- Limits tobacco product sales to direct, face-to-face exchanges (mail order is an exception). Vending machines and self-service displays are prohibited except in places where nobody under 18 is allowed to enter.
- Prohibits the sale or distribution of items such as hats and t-shirts with tobacco brand names or logos.

More Information

For the entire new rule and more information, contact the FDA Center for Tobacco Products:

Web site: <http://www.fda.gov/protectingkidsfromtobacco>
This site will be updated to reflect the latest information on this rule.

Phone: 1-877-CTP-1373

Email: AskCTP@fda.hhs.gov

Mailing Address: Center for Tobacco Products
Food and Drug Administration
9200 Corporate Blvd.
Rockville, MD 20850