

# Materials for Retailers

- **Bilingual Notice of Law Signs** - Lists fines for selling tobacco products or e-cigarettes to people under 21. Must be posted in all stores that sell tobacco products or e-cigarettes.
- **"Under 30? Have ID Ready" Cash Register Sticker and Postcard** - Communicates to customers that they must be prepared to show ID.
- **Bilingual "Carding During COVID-19" Postcard** - Teaches retail staff how to check ID when customers are wearing facemasks.
- **"WE ID" Promotional Items** - Facemasks, buttons, and pens help retailers communicate to customers that they check ID (limited supply).

To order materials, contact Connecticut Clearinghouse at [info@ctclearinghouse.org](mailto:info@ctclearinghouse.org) or 1.800.232.4424.

**UNDER 30? HAVE ID READY**

**YOU MUST BE 21 TO PURCHASE ELECTRONIC CIGARETTE (E-CIGARETTES/VAPOR PRODUCTS)**

VIOLATORS (SELLERS) ARE SUBJECT TO:		
Penalty Type	1st OFFENSE	2nd OFFENSE
CRIMINAL FINE	\$300	\$750 <small>(within a 24-month period)</small>
CIVIL PENALTY <small>(or complete Prevention Education Program within 30 days)</small>	\$300	\$750 <small>(within a 24-month period)</small>

**IF YOU ARE UNDER 21 YEARS OF AGE IT IS ILLEGAL TO MISREPRESENT YOUR AGE TO BUY ELECTRONIC CIGARETTES/VAPOR PRODUCTS. VIOLATORS ARE SUBJECT TO:**

Penalty Type	1st OFFENSE	EACH SUBSEQUENT OFFENSE
CRIMINAL FINE <small>imposed by a judge</small>	\$50	not less than \$50

FREE ONLINE Prevention Education Training: [www.CTtobaccotraining.com](http://www.CTtobaccotraining.com)

**UNDER 30? HAVE ID READY**

**YOU MUST BE 21 TO PURCHASE TOBACCO**

VIOLATORS ARE SUBJECT TO:				
Penalty Type	1st OFFENSE	2nd OFFENSE	3rd OFFENSE	4th OFFENSE
CRIMINAL FINE <small>imposed by a judge</small>	\$300	\$750 <small>(within a 24-month period)</small>	\$1,000 <small>for any subsequent offenses (within a 24-month period)</small>	\$1,000 <small>for any subsequent offenses (within a 24-month period)</small>
CIVIL PENALTY <small>(or complete Prevention Education Program within 30 days)</small>	\$300	\$750 <small>(within a 24-month period)</small>	\$1,000 <small>SUSPENSION OF DEALER'S REGISTRATION (within a 24-month period)</small>	\$1,000 <small>SUSPENSION OF DEALER'S REGISTRATION (within a 24-month period)</small>

**IF YOU ARE UNDER 21 YEARS OF AGE IT IS ILLEGAL TO MISREPRESENT YOUR AGE TO BUY TOBACCO PRODUCTS. VIOLATORS ARE SUBJECT TO:**

Penalty Type	1st OFFENSE	EACH SUBSEQUENT OFFENSE
CRIMINAL FINE <small>imposed by a judge</small>	\$50	not less than \$50 or more than \$100

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**CARDING DURING COVID-19**

When it comes to any tobacco or e-cigarette product, COVID-19 presents unique challenges for ID'ing customers. You are still legally responsible for preventing sales to customers under 21. When checking IDs, slow down, keep calm and carefully assess if the customer matches the ID. Unsure? Don't make the sale.

**HEIGHT**  
Check the height on the ID.

**EYES**  
Check eyes shape and color.

**ASK QUESTIONS!**  
Confirm key information off ID. When in doubt, refuse the sale. Selling to a customer under 21 years old is illegal.

**HAIRLINE**  
Compare forehead height and hairline.

**OJOS**  
Verifique la forma y el color de los ojos.

**HAGA PREGUNTAS!**  
Confirme la información clave que figura en la tarjeta de ID. Si tiene duda alguna, no venda el producto. Las ventas a las personas menores de 21 años son ilegales.

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What you do matters!

**VERIFICACIÓN DE LA TARJETA DE IDENTIFICACIÓN DURANTE COVID-19**

Cuando se trata de cualquier producto de tabaco o cigarrillos electrónicos, COVID-19 presenta desafíos únicos para los clientes de identificación. Usted sigue siendo legalmente responsable de impedir las ventas a clientes menores de 21 años. Al verificar la identificación, reduzca la velocidad, mantenga la calma y realice cuidadosamente si el cliente coincide con la identificación. ¡Inseguro? No haga la venta.

**ESTATURA**  
Verifique la estatura en la tarjeta de ID.

**OJOS**  
Verifique la forma y el color de los ojos.

**HAGA PREGUNTAS!**  
Confirme la información clave que figura en la tarjeta de ID. Si tiene duda alguna, no venda el producto. Las ventas a las personas menores de 21 años son ilegales.

**LÍNEA DE CABELLO**  
Compare la altura de la frente y la línea del cabello.

**HAGA PREGUNTAS!**  
Confirme la información clave que figura en la tarjeta de ID. Si tiene duda alguna, no venda el producto. Las ventas a las personas menores de 21 años son ilegales.

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¡Lo que haces importa!

**UNDER 30? HAVE ID READY**

During Covid-19  
**WE ID EVERYONE**  
Buying Tobacco/E-cigarettes  
It is **illegal** to sell Tobacco or E-Cigarettes/Vapor Products to anyone  
**UNDER 21**

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**UNDER 30? HAVE ID READY**

It is **illegal** to sell Tobacco or E-Cigarettes/Vapor Products to anyone  
**UNDER 21**

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## Don't Forget:

Retailers can take a free online training on the Tobacco 21 law at [CTtobaccotraining.com](http://CTtobaccotraining.com)