

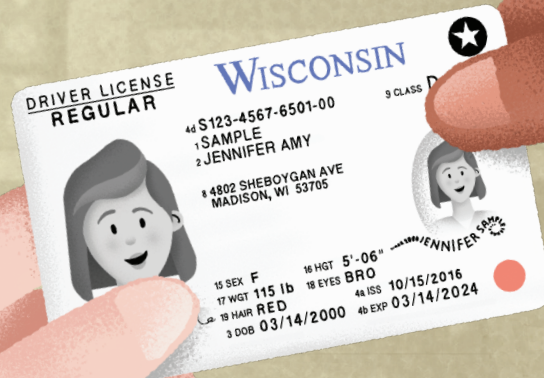
FOLLOWING THE FEDERAL TOBACCO SALES LAW IS SIMPLE

21 MEANS 21, NO MATTER WHAT.

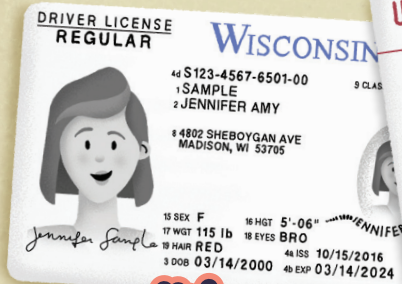
Make sure you're following federal law.
Verify IDs and don't sell **tobacco**
to anyone under 21.



dhs.wi.gov/tobacco21

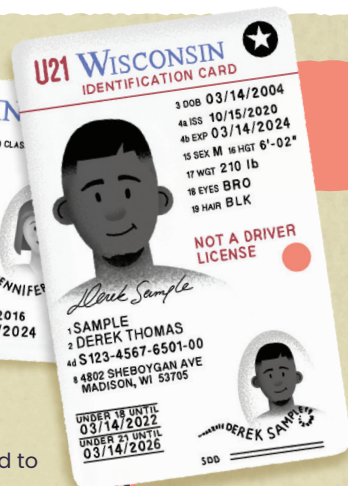


P-01443



Check Here

Horizontal IDs are issued to Wisconsinites 21 and over.



Check Here

In Wisconsin, **vertical IDs** are issued to people under 21.

SELLING TOBACCO? ASK FOR AN ID AND VERIFY THEY'RE 21.

Step 1: Hold up their ID.

Because some Wisconsinites may still carry an unexpired vertical ID after they turn 21, it's important to check vertical IDs carefully.

Step 2: Look at their birth date.

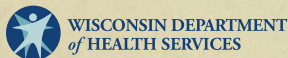
It's not always where you'd expect. On a Wisconsin driver's license or state ID, look for the date under or beside the person's photo.

Step 3: Locate or calculate the date they turn 21.

If you don't have the FDA's age verification calendar or mobile app on hand, just do some simple math. Take their birth year and add 20. Then add 1 more.

Step 4: Is their 21st birth date in the future?

If so, they'll have to wait. Don't make the sale and let them know it's federal law.



Provided by **Wisconsin Wins**, helping local Wisconsin tobacco retailers follow the law. Learn more at dhs.wi.gov/tobacco21