

Dear Maine Tobacco Retailer,

As a tobacco retailer, you play a direct role in protecting youth from nicotine addiction and the unhealthy effects of tobacco use. A law was recently passed and the sale of tobacco products to anyone under 21 years of age will not be allowed starting on July 1, 2018.

Under this new [law](#), a person may not sell, furnish, or give away a tobacco product to any person under the age of 21. The law has an exemption, allowing the sale of tobacco products for those who are 18 as of July 1, 2018. This exemption means, for the next three years, when checking licenses, anyone born on or before July 1, 2000 is old enough to purchase tobacco products. After those three years, on July 1, 2021, everyone will need to be 21 to purchase tobacco products. Pending legislation may alter parts of this law, but the Maine CDC will alert tobacco retailers if there are any changes that will impact them.

The Maine CDC, Maine Office of the Attorney General and partners, have created resources to help educate retailers and the public. Within the month of July, you will be mailed these resources:

- Tobacco 21 Law Frequently Asked Questions document
- Tobacco 21 Law Notice to post in your establishment
- Awareness materials, including a window cling, register sticker and customer education card.
 - Additional copies of these materials will be available at <https://www.maine-prevention-store.com/collections/tobacco/retailer>



To assist tobacco retailers in complying with Maine’s tobacco retail laws, we invite you to participate in Maine’s free responsible retailer education program known as “NO BUTS!”. This online tool is being updated to include Tobacco 21 information and now takes less time to complete.

This free education program can be found at www.nobutstraining.com.

In addition, the Food and Drug Administration (FDA) released Center for Tobacco Products (CTPs) first mobile application “FDA Age Calculator” to the Google Play and iTunes app stores for use by tobacco retailers. This smart phone application can calculate the date of birth from a driver’s license and notify the retailer if the purchaser is under the age of 18. FDA recently updated the app to allow for retailers to set the cut off age to ages other than 18, such as 19 or 21, which will allow retailers in jurisdictions where the minimum age of sale is higher than 18 to still use the app. During compliance check inspections of tobacco retailers, FDA will continue to determine if retailers are complying with the federal minimum age of 18 years to purchase tobacco products.

The iTunes version can be found [here](#). The Google Play store (Android) version can be found [here](#)

Sincerely,

The Maine CDC Tobacco and Substance Use Prevention and Control Program

*Please note the **City of Portland** has a city ordinance that tobacco products cannot be sold to anyone under 21 years of age. Retailers located within the City of Portland must abide by the city’s ordinance and State Law.



Paul R. LePage, Governor

Ricker Hamilton, Commissioner



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