



Regulations Restricting the Sale, Distribution and Marketing of Cigarettes and Smokeless Tobacco

Scientists have proven the link between tobacco product advertisements and promotion and adolescent tobacco use.¹ To protect kids from becoming addicted to tobacco products and suffering the deadly effects of tobacco, the FDA Center for Tobacco Products issued a new rule limiting the sale, distribution, and marketing of cigarettes and smokeless tobacco.

Every day nearly 4,000 kids under 18 try their first cigarette and 1,000 kids under 18 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.

The new rule, authorized by the Family Smoking Prevention and Tobacco Control Act (Tobacco Control Act), prohibits the sale, distribution, marketing and promotion of cigarettes and smokeless tobacco to children and adolescents (under age 18). Titled *Regulations Restricting the Sale and Distribution of Cigarettes and Smokeless Tobacco to Protect Children and Adolescents*, the rule is effective June 22, 2010 and has the force and effect of law.

Like the prohibition against certain flavored cigarettes, which went into effect on September 22, 2009, these legal requirements aim to prevent our kids from becoming the next generation of Americans to die early from tobacco-related diseases.

New Requirements Relating to Sale and Distribution

- Prohibits the sale of cigarettes or smokeless tobacco to people younger than 18.
- Prohibits the sale of cigarette packages with fewer than 20 cigarettes.
- Prohibits the sale of cigarettes and smokeless tobacco in vending machines, self-service displays, or other impersonal modes of sales, except in very limited situations.
- Prohibits free samples of cigarettes and limits distribution of smokeless tobacco products.

New Requirements Relating to Marketing (Labeling, Advertising, and Promotion)

- Prohibits tobacco brand name sponsorship of any athletic, musical, or other social or cultural event, or any team or entry in those events.
- Prohibits gifts or other items in exchange for buying cigarettes or smokeless tobacco products.
- Requires that audio ads use only words with no music or sound effects.
- Prohibits the sale or distribution of items, such as hats and tee shirts, with tobacco brands or logos.

How You Can Help

You can be part of protecting the next generation from tobacco-related diseases. Please discuss with your children, grandchildren and other members of your family and community the importance of reducing the access to and attractiveness of tobacco products to our children. Please support the retailers in your community in both understanding and complying with the new requirements. And after June 22, 2010, if you see that the new rules are not being followed, please contact FDA by calling 1-877-CTP-1373 and pressing #4 to report a violation.

More Information

Contact us for information about the FDA Center for Tobacco Products and the new laws.

Web site: <http://www.fda.gov/protectingkidsfromtobacco>

Phone: 1-877-CTP-1373

Email: AskCTP@fda.hhs.gov

Mailing Address:

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¹ National Cancer Institute. Influence of Tobacco Marketing on Smoking Behavior, In *The Role of the Media in Promoting and Reducing Tobacco Use*. NCI Tobacco Control Monograph No. 19. Bethesda, MD: U.S. Department of Health and Human Services, National Institutes of Health, National Cancer Institute. NIH Pub. No. 07-6242, 2008: 211-291.