



## PROTECT YOUR COMMUNITY—DON'T SELL LOOSIES

### WE NEED YOUR HELP

People are buying “loosies” throughout the United States. You can help us stop this problem.

### WHAT ARE LOOSIES?

Loosies are single cigarettes sold to customers. Federal law prohibits manufacturers, distributors, and retailers from selling loosies.

### YOU CAN HELP US BY:



**1. Not selling loosies.**



**2. Not opening cigarette packs to sell loosies.**



**3. Not selling packs of cigarettes that contain less than 20 cigarettes.**



**4. Not offering free cigarette samples.**

FDA has included double-sided stickers in this mailing to help educate consumers. Place them on windows near or next to your cash register.

### WHAT HAPPENS IF FDA FINDS THAT A RETAILER IS SELLING LOOSIES?

Generally, FDA sends warning letters to retailers the first time a tobacco compliance check inspection reveals a violation of the federal tobacco laws and regulations that FDA enforces. FDA will inspect retail establishments periodically to make sure retailers are complying with the law. If FDA finds more violations at a retail establishment after issuing a warning letter, it may issue a Civil Money Penalty (CMP) to the retailer. A CMP is a monetary penalty assessed for violations of the law. If a retailer commits five repeated violations in a 36-month period, FDA may issue a No-Tobacco-Sale Order, which prohibits the sale of tobacco products at a retail outlet indefinitely or for a specific period of time. For a complete list of federal requirements and to order additional free resources, please visit FDA’s website ([www.fda.gov/tobacco](http://www.fda.gov/tobacco)). Questions? Please contact [CTPOutreach@fda.hhs.gov](mailto:CTPOutreach@fda.hhs.gov).

**THIS IS  
OUR  
WATCH**  
FOR THE TOBACCO COMMUNITY



## CUSTOMER-FACING



We care about  
our community.  
**NO LOOSIES  
SOLD HERE.**

See FDA’s website [www.fda.gov/tobacco](http://www.fda.gov/tobacco)  
for a full list of federal requirements for the sale of tobacco products.

**THIS IS  
OUR  
WATCH**  
FOR THE TOBACCO COMMUNITY



## RETAILER-FACING



We follow the law.  
**NO LOOSIES  
SOLD HERE.**

See FDA’s website [www.fda.gov/tobacco](http://www.fda.gov/tobacco)  
for a full list of federal requirements that may apply to you.

**THIS IS  
OUR  
WATCH**  
FOR THE TOBACCO COMMUNITY

