Always ask for a valid picture ID from anyone who looks younger than 30 years old before selling tobacco products, electronic cigarettes or vaping products, or non-tobacco smoking products, such as herbal cigarettes, non-tobacco shisha, pipes or rolling papers.

There are only three acceptable forms of ID:

- A valid driver’s license or other photo ID issued by a state or by the U.S. or Canadian government
- A valid passport from any country, but foreign IDs are not acceptable
- A photo ID issued by the U.S. Armed Forces

Check the picture first. See that it matches the person making the purchase.

Check the date of birth (DOB). Make sure the customer is at least 21 years old.

Check the expiration date. Make sure the ID has not expired.

If the customer cannot produce an ID, or the ID is invalid, refuse the sale.

Here are some tips for avoiding conflict with customers:

- Be polite and stay calm. You can say, “If I sell to you, I may have to pay a fine or lose my tobacco license or registration.”
- Show the customer your required sign that says you cannot sell tobacco products, electronic cigarettes or non-tobacco smoking products, such as herbal cigarettes, non-tobacco shisha, pipes or rolling papers to anyone under 21 years old.
- If the customer takes the product, leaves the money and runs away, do not ring up the sale. Treat it as a theft and report the incident to the police.