

ID CHECKS PROTECT WISCONSIN'S YOUTH

Federal Law
requires everyone
who purchases
tobacco to be 21.

**Unfortunately, most tobacco users
start before they turn 21.**

That's why it's important to prevent all forms of tobacco sales, including candy flavored cigarillos, menthols, and e-cigarettes. WI Wins helps retailers follow the federal law responsibly, avoid costly fines and keep tobacco out of young people's hands.



WITobaccoCheck.org



Learn more about the federal law at dhs.wisconsin.gov/tobacco21
Learn more about the WI Wins Program at WiWins.com