

## **RE: Regulations Restricting the Sale & Distribution of Cigarettes and Smokeless Tobacco & Training Times**

Good morning,

Please see the message below for important information on the new FDA regulations and planned retailer education training sessions. Please feel free to send information on these sessions to your contacts, including State licensing agencies or other groups that have the means to get the message to retailers. Thanks and have a happy 4th of July!

As you may know, the Food and Drug Administration's (FDA) Center for Tobacco Products (CTP) recently published a final rule containing new requirements designed to significantly curb the access to and the appeal of cigarettes and smokeless tobacco products to children and adolescents in the United States. The final rule, Regulations Restricting the Sale and Distribution of Cigarettes and Smokeless Tobacco to Protect Children and Adolescents, became effective on June 22, 2010. The full text of the regulation may be found on our website, <http://www.regulations.gov/search/Regs/contentStreamer?objectId=0900006480ac184d&disposition=attachment&contentType=html>.

CTP is developing a comprehensive retailer education campaign to raise awareness about these new regulations regarding the sale and distribution of cigarettes and smokeless tobacco. This education campaign includes 5 live retailer training sessions by CTP's Office of Compliance regarding the new regulatory requirements. Training sessions will be held in one state for each region of FDA. **The first retailer training session is scheduled for July 19, 2010**, at the Boston Marriott Copley Place in Boston, MA. Participants may attend in-person, via phone, or webcast. After each training session, there will be a question-and-answer period for all participants. There is no charge to attend these training sessions.

The link for the announcement is <http://www.fda.gov/TobaccoProducts/ResourcesforYou/ForIndustry/Retailer/ucm217770.htm>. The announcement lists the states where the live retailer training sessions will be held over the next few months. It also contains details on the location, date, time, and topics to be covered in the first training session, and how to register. The announcement will be updated as details of the training sessions for the remaining 4 states are finalized.

If you have any questions or if you need more information about the details of these live retailer training sessions, please contact David Racine at (301) 796-5777, or [david.racine@fda.hhs.gov](mailto:david.racine@fda.hhs.gov).