



A Newsletter for Idaho Tobacco Retailers Sponsored by Idaho Department of Health & Welfare

Contact IDHW's Idaho Tobacco Project at: 877-641-4468
ID Tobacco Project Website: <https://healthandwelfare.idaho.gov/providers>*
*Scroll down to the topic "Retailers" then select "Idaho Tobacco Project."

Volume 25, Issue 8
August 2026

Facts and Stats JULY 2026

**What was the
Compliance Grade for this
month's
state tobacco and
electronic smoking device
inspections?**

Grade **A**

According to Idaho Code 39-5701, the Idaho Department of Health and Welfare must inspect each Permitted Retailer that sells tobacco and electronic smoking devices to ensure that it does not sell these products to customers under the age of 21.

How well did these Permitted Retailers comply with the law for this month?

- **310** Permitted Retailers were inspected.*
- **14** Permitted Retailers sold to the underage inspector.

The **July 2026** compliance rate was:

95.48% - Good Work!

*Non-minor Exempt Inspections where purchase attempts were made.

What's Really on Your Shelves?

Know What's on Your Shelves: Check Before You Stock

Retail compliance involves more than preventing sales to customers under 21. Retailers must also pay attention to whether the tobacco and electronic smoking device products they carry may legally be marketed in the United States.

Most new tobacco products must receive authorization from the U.S. Food and Drug Administration before they may legally be sold. This is especially important for e-cigarettes, including disposable products. A product is not necessarily legal simply because it is available from a supplier or sold by other retailers.

FDA maintains a [Searchable Tobacco Products Database](#) to help retailers research products. Retailers can search by product name, company, category, or other identifying information. FDA also provides a shorter list of e-cigarettes that have received marketing authorization.

Federal enforcement is taking place. In fiscal year 2025, FDA issued approximately 120 warning letters and filed 20 civil-money-penalty complaints against brick-and-mortar retailers for selling unauthorized tobacco products. FDA sought penalties of more than \$21,000 from each retailer named in those complaints.

Before stocking an unfamiliar e-cigarette or other tobacco product, check FDA's current information and request documentation from the supplier or manufacturer. Supplier availability alone should not be treated as proof that a product may legally be sold.

Bottom Line

Know what you sell. Checking unfamiliar products before placing them on the shelf can help protect your business from federal enforcement action. [Learn more.](#)

QUICK TIP: Search Before You Stock

When checking a product in FDA's [Searchable Tobacco Products Database](#):

- Search the complete product or brand name.
- If there is no result, try fewer words or search by company.
- Compare the exact product—not just the general brand.
- Recheck unfamiliar products before placing new orders.

A product's presence in the database does not mean it is safe or "FDA approved." It means FDA records show that it may be legally marketed under the authority listed.

RETAILER ALERT: When Tobacco Products Look Like Something Else

In May 2026, FDA warned retailers about unauthorized nicotine pouches and dissolvable tobacco products designed to resemble candy, breath strips, or cough drops. Products that imitate familiar consumer goods may be especially attractive to young people and may also create an accidental-poisoning risk for young children.

Take a closer look at unfamiliar products, packaging, and labeling before adding them to your inventory. If a product appears designed to disguise that it contains tobacco or nicotine, check its status using FDA's current tobacco-product resources.

Monthly Health Highlight: Youth Tobacco Use Has Declined—But the Work Continues

Results from the 2025 National Youth Tobacco Survey show continued progress in reducing youth tobacco use. However, approximately 2.01 million U.S. middle and high school students—7.2 percent—reported currently using at least one tobacco product.

E-cigarettes remained the most commonly used tobacco product. Approximately 1.44 million students reported current e-cigarette use. Among those students, 89.4 percent used flavored e-cigarettes, and approximately two-thirds reported using disposable devices.

The decline is encouraging, but millions of students are still using tobacco and nicotine products. Prevention efforts and responsible retail practices remain important parts of protecting youth and continuing that progress.

Source: [US FDA, 2025 National Youth Tobacco Survey](#)

Prevent-The-Sale!

Idaho Tobacco Retailers have two trusted resources to support compliance:

- **Idaho Tobacco Project Site:** healthandwelfare.idaho.gov
- **Interactive Training & Resources:** PreventTheSale.com/Idaho

There you'll find:

- Free training modules
- Sample ID examples
- Refresher resources
- Downloadable signage

Use these tools to support your staff — and stay ready for every sale and every inspection.



Contact IDHW's Idaho Tobacco Project at: 877-641-4468

Volume 25, Issue 8
August 2026

ID Tobacco Project Website: <https://healthandwelfare.idaho.gov/providers>*

*Scroll down to the topic "Retailers" then select "Idaho Tobacco Project."

What's inside?

- Facts & Stats
- Know What's on Your Shelves: Check Before You Stock
- Quick Tip: Search Before You Stock
- Retailer Alert: When Tobacco Products Look Like Something Else
- Monthly Health Highlight
- Prevent-The-Sale Resources

PLEASE DISTRIBUTE TO EMPLOYEE