

Challenge 25 Program

Challenge 25 is the highest level of age verification in the UK designed to help protect your store from illegally selling to underage consumers.

To be an authorized retailer of Juul Labs UK you must operate Challenge 25 by asking anyone who appears under the age of 25 to present a valid ID proving that they are of the legal age of 18.

Retailers should only accept photographic forms of ID such as:



Remember no ID, no sale.

Mystery Shopping

Juul Labs UK takes underage usage very seriously which is why we have engaged Serve Legal to conduct mystery visits on our behalf.

Serve Legal are the leading test purchasing business in the UK and Ireland and only employ 18/19-year-old students to shop JUUL products.

Retailers believe it is easier to determine if someone looks under 25 than someone who looks 18. So let's test your skills. Which of these 3 adults do you think is **under or over 25 years of age?**



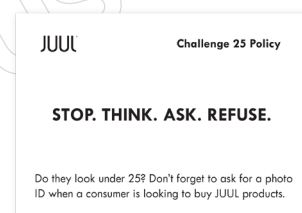
If you are unsure whether someone looks under 25, then always ask for ID



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Age Verification

We fully support the 'Challenge 25' initiative.



Challenge 25 window vinyls and posters are available for retailers supporting the initiative. For Challenge 25 POS please email POSMUK@juul.com

What is S.T.A.R.?

S.T.A.R is a quick reminder to help your staff when serving customers.

STOP

Most underage and illegal sales are carried out by busy sales staff who don't look up and consider the age of the customer. Acknowledging your customers on 'entry' will give you the opportunity to assess if they look under 25.

THINK

Pause for a second and consider the age of the person in front of you, do they look under 25?

ASK

If you think the customer looks under 25, ask for identification. If in 'doubt' ask for ID

REFUSE

If the customer cannot provide ID, refuse the sale, ensure you log this in your refusals register.

You must refuse if the person cannot prove they are 18 or over.

*Selling age restricted goods to underaged consumers is a criminal offence. You could be prosecuted or receive a fixed penalty notice.

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