



## MEMBERSHIP STANDARDS

The Hookah Chamber of Commerce is a voluntary group of business owners, professional leaders, and community members working together to promote the overall growth and development of California businesses and preserve hookah cultural heritage that has existed for hundreds of years. We are here to foster and promote the economic and general welfare of the entire area by stimulating growth and cooperation between all facets of business, government, social organizations, and the general public.

In continuance of our high standards, the Hookah Chamber of Commerce has developed and adopted these Membership Standards.

## **HOOKAH CHAMBER OF COMMERCE OBJECTIVES & PRINCIPLES**

Hookah Chamber of Commerce strongly supports efforts to prevent minors' access to flavored tobacco products. Flavored tobacco products are for adults only and should not be sold to, marketed to, or used by minors. As described in more detail below, Hookah Chamber of Commerce embraces restrictions and internal policies that will reduce minor's exposure to flavored tobacco products.

The Hookah Chamber of Commerce is committed to ensuring that legal adult smokers will continue to have access to flavored tobacco products, and access to truthful information about flavored tobacco products. The Hookah Chamber of Commerce will continue to advocate for legislation that is responsible and reasonable, focuses on preventing youth access, educates teens and their families about the harm of tobacco products, and encourages better enforcement of retailers that do not properly ID purchasers.

The Hookah Chamber of Commerce encourages all of its members, to take appropriate steps to ensure that their standards reflect the objectives and core principles outlined above.

## **PREVENTING MINORS ACCESS TO FLAVORED TOBACCO PRODUCTS**

Flavored tobacco products should only be sold to and used by legal adults, 21 years of age and older (or the appropriate legal age depending on your jurisdiction). To ensure minors cannot access flavored tobacco products, Hookah Chamber of Commerce has adopted the following policies and practices:

1. Hookah Chamber of Commerce supports compliance with tobacco purchase age restrictions at the federal, state, and local levels.
2. Hookah Chamber of Commerce supports laws and ordinances that impose penalties on retailers or others who sell or provide tobacco products to minors.
3. All tobacco retailers should implement strict underage policies requiring their employees to properly identify anyone who appears younger than 30 years of age.
4. Tobacco exclusive retailers shall immediately remove minors who enter their store and cannot provide adequate identification showing they are of legal age.
5. Tobacco retailers should display prominent signage indicating the following:
  - a. The minimum age to purchase tobacco products within the jurisdiction;
  - b. Tobacco products are not for sale to minors; and
  - c. Minors are not allowed on the premises if the retailer exclusively sells tobacco products.
6. All tobacco products shall be displayed behind the counter or in some other enclosed display which is not accessible without the assistance of a sales representative in convenience stores or other retail establishment where minors may be present.
7. All online sales of tobacco products should restrict sales to adults through the use of age verification technology provided by independent third-party agencies using public record databases.
8. Hookah Chamber of Commerce members' packaging and marketing materials should not include content, which is directed towards minors, and must include the necessary warning labels, such as the nicotine warning.
9. No tobacco products shall make smoking cessation claims, health claims, or modified risk descriptors.
10. All members must forbid the sale of flavored tobacco products through any vending machine or unattended kiosk.