

The law isn't waiting



- Enforcement is tightening: “Do you have AV?” is becoming “Can you prove each check?”
- Vapestore already says it verifies age **before fulfilling orders** — regulators will ask to **see evidence** of those checks.


*“Regulators won’t just ask “Do you have AV?” — they’ll ask “**Can you prove it?**”*

DOB fields aren't proof — provable checks are

Easy to fake /
Not evidential

Enter
Date of Birth

MM / DD / YYYY



Age Verified
in 2s

Export CSV

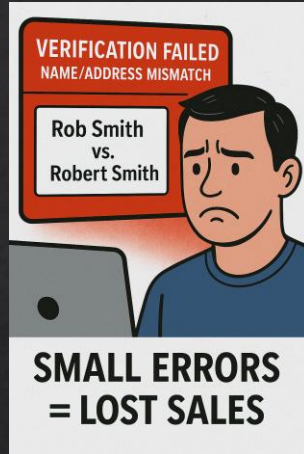
Export PDF
(Evidence Pack)

- Asking **full name, billing address, date of birth** at order time — good start. But **self-entered DOB** is easy to fake and isn't evidential on its own.
- Guidance to vape retailers: it's **not enough to ask “are you over 18?”** — authorities expect **robust verification**.

Why Vape Store Customers Drop Off — Friction in Today's Age Verification



20–30% of customers drop out when asked to upload ID or face database checks.



Small differences (nickname vs full name, old vs new address) cause auto-check failures.



Migrants, tourists, students with no credit file / electoral roll record often fail instantly.



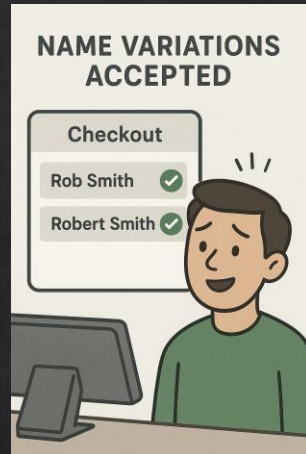
25+ year olds with youthful looks wrongly blocked → complaints + churn

“Most failures are not underage buyers — they are genuine 18+ customers blocked by fragile verification.”

How Vape Store could make Age Verification easy for Customers



Fast, accurate;
Verifications done
in **2 seconds with a selfie**



Normalizes data
(Rob = Robert,
old address =
new) so genuine
customers pass.



No reliance on
credit file or
electoral roll.
Fast ID fallback
only if needed



Advanced vision
model reduces
false fails for
young-looking
adults

“Fewer cancellations, fewer complaints, happier customers — without weakening compliance.”

“Audit-Proof Protection for You”

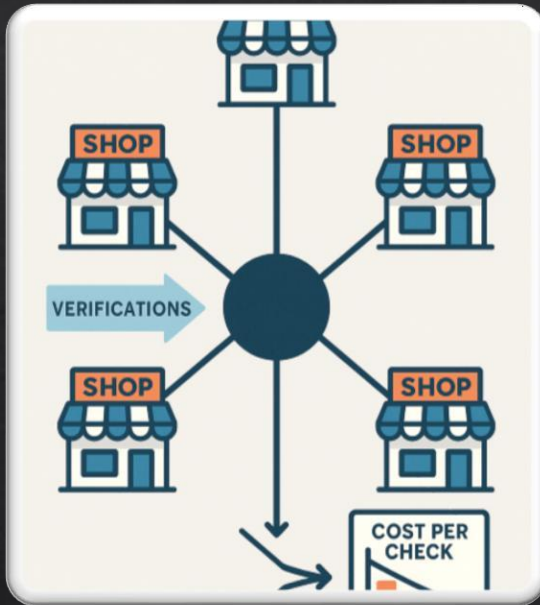


“Every Vapestore check is logged in a secure ledger: time, result, action taken. When Trading Standards ask, you can prove compliance instantly.”

Vapestore’s Privacy Policy confirms you may use **other organisations for age verification** — perfect. Now make it **provable**:

- **Tamper-proof log** per check (time, result, action).
- **1-click evidence pack** (CSV/PDF) for Trading Standards.

Pooled economics = lower cost, less noise

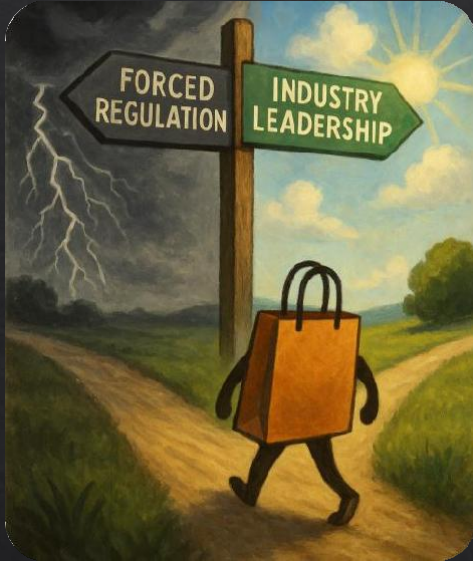


Why pay for exceptions alone?

“Instead of paying alone, Vape Store shares verification volume across a pooled network — lowering costs and future-proofing compliance.”

- Traditional AV pricing punishes merchants with **minimums** and **manual fallbacks**.
- We **pool verification volume** across merchants → **lower per-check cost** and fewer fallbacks to handle.

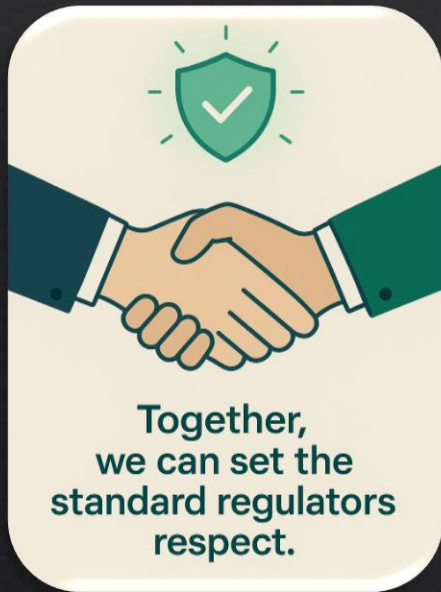
Lead with Confidence & Trust



“If Vape store acts now, you define the standard regulators respect. If you wait, rules will be forced on you. This is the window for leadership.”

- By being an early adopter of full regulatory compliance and proof, you stay ahead of policy changes.
- You brand not just as “we follow the law,” but “we raised the bar.”

Together We Go Beyond AV Statements



- Not asking you to throw away what works today.
- Asking you to strengthen it: faster UX, proof backing, cost efficiency.
- Be the retailer others point to as best practice.

👉 *Together, we can build on what you already have — and make Vape Store sets the standard that regulators respect.*