

The law is not optional



- Regulators expect *proactive* age checks at checkout.
- If checks only happen *after payment* (or not at all) → regulators see it as **non-compliance**.
- Trading Standards fines and reputational damage fall hardest on independents.

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

Every delay becomes a public story



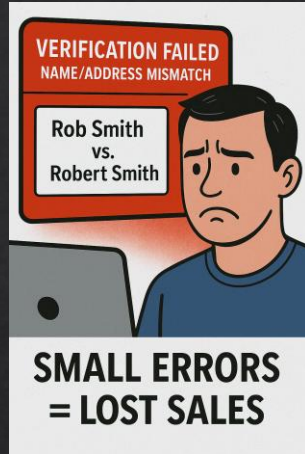
- A single failed check or manual ID request shows up in **reviews/forums**.
- One sting = **headline risk** for the whole brand
- Reputation takes years to build—one miss can undo it

“Smooth age checks protect not just your compliance, but your customers’ dignity — no embarrassing fails or unnecessary delays.”

Why Vape and Juice 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.



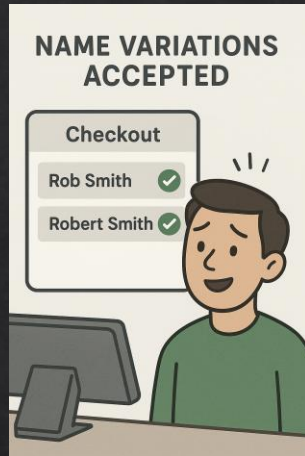
25+ year olds with youthful looks wrongly blocked → complaints + churn

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

How Vape and JuiceWorld 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 Vape and Juice check is logged in a secure ledger: time, result, action taken. When Trading Standards ask, you can prove compliance instantly.”

- Every check is automatically recorded in a **secure, tamper-proof ledger**.
- **1-click evidence pack** (CSV + PDF) for Trading Standards.
- No admin overhead→ the system does it **in the background**.
- Proof on demand—no scramble.

👉 When Trading Standards ask: *“Show us your checks,”* you can **prove it instantly**.

Pooling economics across the sector

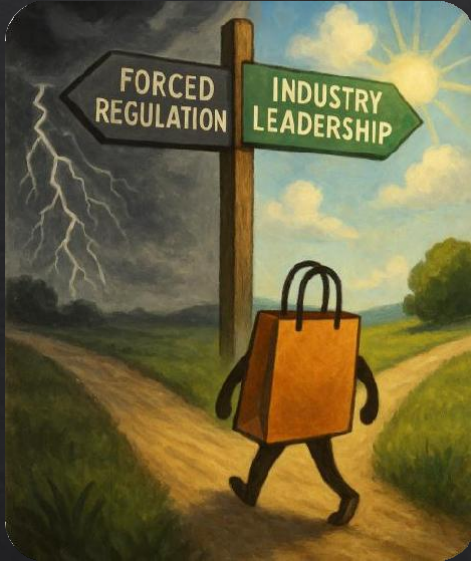


Why pay for exceptions alone?

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

- Share verification volume with a **pooled network** → lower unit cost.
- No minimums, no unused bundles.
- Compliance that pays for itself

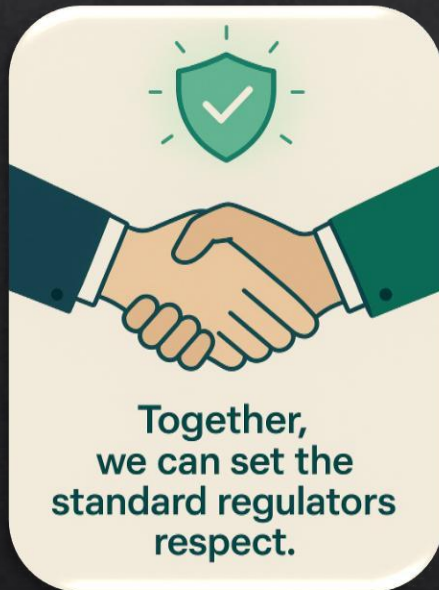
Act early. Lead the industry



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

- If Vape and Juice act now, you define the standard.
- Wait → **top-down rules** define you.
- Early adoption = reputation insurance + leadership position.

“Not Replacement — Advancement”



- Keep what works today
- Add: **pooled economics, frictionless UX, tamper-proof proof**
- Be the retailer others point to as best practice



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