

# The laws are already here and enforcement is next



**US:** Age verification mandated for tobacco, vape, CBD, adult content.

**EU:** Digital Services Act requires robust age checks for high-risk categories.

**UK:** Online Safety Act + Tobacco & Vapes Bill → Ofcom & Trading Standards will enforce fines.

**Enforcement is not a question of *if*, but *when*.**

# Every underage sale exposed in the press damages the whole industry

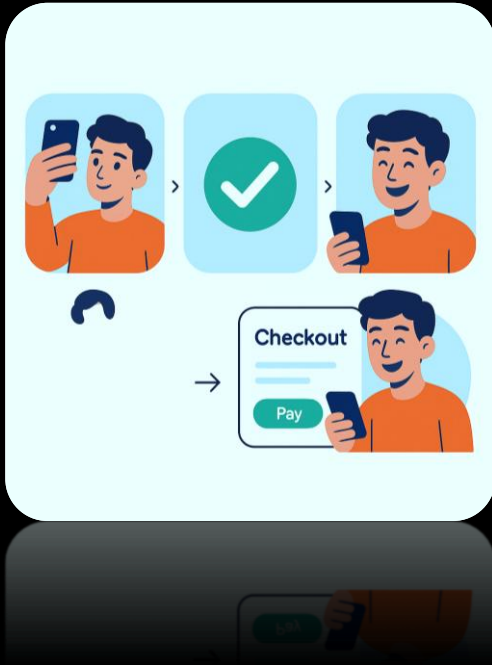


“Vaping among teens is a proven health risk; your association’s leadership can avert a national crisis”

“Underage vaping is not an abstract risk — it’s a front-page liability.”

**Protecting against this isn’t just compliance — it’s reputation insurance**

# Protect members without losing customers



*Simple. Seamless. Secure.*  
*Protection has never been easier*

## Verification in under 2 seconds with a selfie

- **Privacy-preserving biometric estimation** — no ID upload needed
- Escalates to full ID only when legally required.
- Members stay **regulator-ready without checkout friction**

# Individual members can't solve this alone



*Age Verification providers are not built for individual merchants*

- Verification providers demand **£2-£7k + minimum contracts** (25k checks per month)
- **Mandatory minimum checks** wasted for small merchants
- Complex integrations = IT costs that most members can't absorb
- Result: **fragmented compliance, wasted money, uneven protection.**

# A collective solution that lifts all members



- We **pool members' checks** → meet provider minimums.
- Costs covered centrally → **free pilot for members**.
- Association can **white-label the solution** → position itself as the industry leader in responsible trading.
- **Reporting dashboard** shows underage attempts blocked → PR proof for regulators and media.

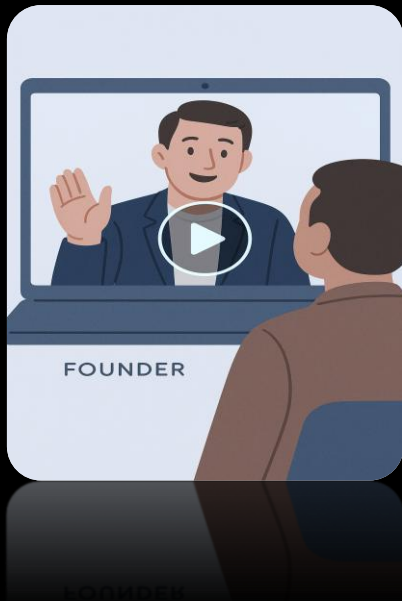
# Act early. Lead the industry



*Define the future of responsible retailing for the entire industry*

- **Wait:** Regulators impose rushed compliance → members pay premium pricing + negative headlines.
- **Act now:** Association delivers compliance at scale → members need not worry about minimum numbers, industry gains goodwill, regulators see leadership.
- This flips headlines from “*Underage sting*” to “*Industry protects youth*”.

# Together, we can set the standard regulators respect.



“We’re founders building solutions for industries under pressure. Let’s work together so IBVTA becomes the example regulators and media cite as proof that self-regulation works.”