

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.

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.”

Protect sales without slowing checkout



Verification in **under 2 seconds** with a selfie

- Checks complete in **under 2 seconds**
- Escalates to full ID only when legally required.
- **Fewer false negatives**, fewer abandoned baskets, fewer support tickets
- Smooth for customers, strong for compliance

Your AV is a start — let's make it visible & robust



- Many peers publically document their AV partner and process
- We help you **signal compliance clearly** and **strengthen** it behind the scenes

“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

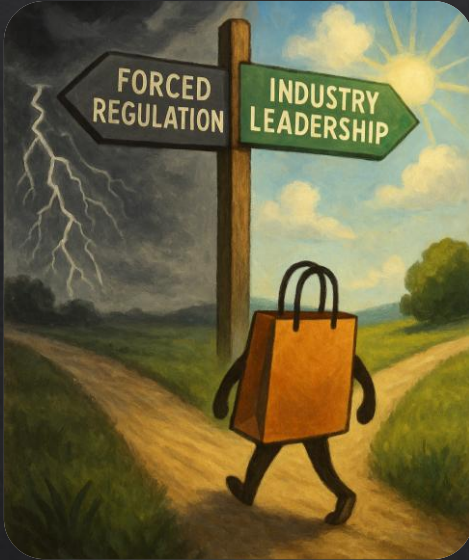


Why pay for exceptions alone?

“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

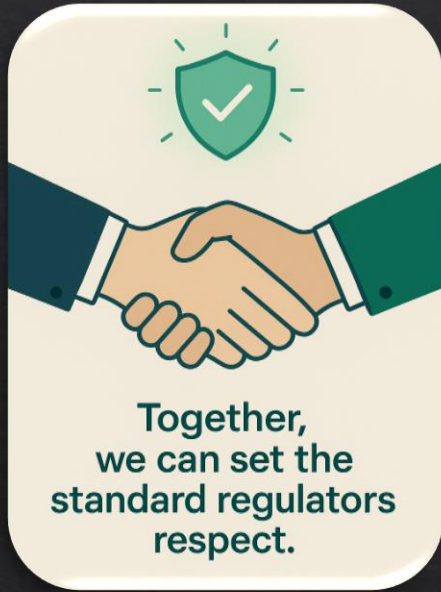
Act early. Lead the industry



“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.*