As of July 1, 2018, retailers in the City of Palo Alto must obtain and maintain a permit from the Santa Clara County Department of Environmental Health to sell tobacco products.\(^1\) The annual permit fee is $425. *Tobacco products* include but are not limited to: cigarettes, cigars, little cigars, smokeless tobacco, hookah, electronic smoking devices (such as electronic cigarettes and vape pens), and any products for use with electronic smoking devices (such as e-liquids with or without nicotine).

**You are not eligible for a tobacco retailer permit if you:**
- Are a mobile retailer
- Operate at a temporary event
- Have a pharmacy
- Are located within 1,000 feet of a school
- Are located within 500 feet of another tobacco retailer

**Tobacco retailers are currently prohibited from:**
- Violating any law regarding tobacco products or retailing of tobacco products
- Selling tobacco products to anyone under the age of 21
- Allowing smoking or the use of electronic smoking devices in the retail outlet

As of 1/1/19, *tobacco retailers are prohibited from:*
- Selling flavored tobacco products, including menthol cigarettes, flavored cigars, flavored electronic cigarettes, or e-liquids
- Covering more than 15% of windows and clear doors with any type of ads or signs
- Selling tobacco products from a vending machine
- Displaying tobacco products or ads if the retailer doesn’t have valid permit

**As of July 1, 2018, tobacco retailers are required to:**
- Obtain and annually renew a tobacco retailer permit; prominently display the permit onsite
- Post a notice, at each point of purchase, saying that the sale of tobacco products to anyone under 21 years of age is illegal and subject to penalties
- Check ID for any purchaser who appears to be under 30 years of age

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\(^1\) City of Palo Alto Municipal Code, Chapter 4.64.