### SECOND REGULAR SESSION

# **HOUSE BILL NO. 2614**

## 100TH GENERAL ASSEMBLY

#### INTRODUCED BY REPRESENTATIVE LAVENDER.

5471H.01I

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DANA RADEMAN MILLER, Chief Clerk

## **AN ACT**

To repeal sections 149.011, 149.160, 407.925, 407.926, 407.927, 407.929, 407.931, 407.933, and 407.934, RSMo, and to enact in lieu thereof ten new sections relating to tobacco products, with penalty provisions.

Be it enacted by the General Assembly of the state of Missouri, as follows:

Section A. Sections 149.011, 149.160, 407.925, 407.926, 407.927, 407.929, 407.931,

- 2 407.933, and 407.934, RSMo, are repealed and ten new sections enacted in lieu thereof, to be
- 3 known as sections 149.011, 149.160, 407.925, 407.926, 407.927, 407.929, 407.931, 407.933,
- 4 407.934, and 407.1615, to read as follows:

149.011. As used in this chapter, unless the context requires otherwise, the following terms mean:

- 3 (1) "Alternative nicotine product", the same meaning as defined under section 4 407.925;
- 5 (2) "Cigar", any roll for smoking, except cigarettes, made chiefly of tobacco or any 6 substitute therefor;
  - [(2)] (3) "Cigarette", an item manufactured of tobacco or any substitute therefor, wrapped in paper or any substitute therefor, weighing not to exceed three pounds per one thousand cigarettes and which is commonly classified, labeled or advertised as a cigarette;
- [(3)] (4) "Common carrier", any person, association, company, or corporation engaged in the business of operating, for public use, an agency for the transportation of persons or property within the state;
- 13 [(4)] (5) "Director", the director of Missouri department of revenue;

EXPLANATION — Matter enclosed in bold-faced brackets [thus] in the above bill is not enacted and is intended to be omitted from the law. Matter in **bold-face** type in the above bill is proposed language.

**[(5)] (6)** "First sale within the state", the first sale of a tobacco product by a manufacturer, wholesaler or other person to a person who intends to sell such tobacco products at retail or to a person at retail within the state of Missouri;

- 17 [(6)] (7) "Manufacturer", any person engaged in the manufacture or production of 18 cigarettes;
  - [(7)] (8) "Manufacturer's invoice price", the original net invoice price for which a manufacturer sells a tobacco product to a distributor, wholesaler or first seller in the state as shown by the manufacturer's original invoice;
  - [(8)] (9) "Meter machine", a type of device manufactured for the use of printing or imprinting an inked impression indicating that the cigarette tax has been paid on an individual package of cigarettes;
  - [(9)] (10) "Package of cigarettes", a container of any type composition in which is normally contained twenty individual cigarettes, except as in special instances when the number may be more or less than twenty;
  - [(10)] (11) "Person", any individual, corporation, firm, partnership, incorporated or unincorporated association, or any other legal or commercial entity;
  - [(11)] (12) "Retailer", any person who sells to a consumer or to any person for any purpose other than resale;
  - [(12)] (13) "Sale" in this instance is defined to be and declared to include sales, barters, exchanges and every other manner, method and form of transferring the ownership of personal property from one person to another. "Sale" also means the possession of cigarettes or tobacco products by any person other than a manufacturer, wholesaler or retailer and shall be prima facie evidence of possession for consumption;
  - [(13)] (14) "Smokeless tobacco", chewing tobacco, including, but not limited to, twist, moist plug, loose leaf and firm plug, and all types of snuff, including, but not limited to, moist and dry;
  - [(14)] (15) "Stamped cigarettes", an individual package, containing twenty individual cigarettes, more or less, on which appears or is affixed or imprinted thereon a Missouri state cigarette tax stamp or Missouri state meter machine impression;
  - [(15)] (16) "Tax stamp", an item manufactured of a paper product or substitute thereof on which is printed, imprinted, or engraved lettering, numerals or symbols indicating that the cigarette tax has been paid on each individual package of cigarettes;
  - [(16)] (17) "Tobacco product", cigarettes, cigarette papers, clove cigarettes, cigars, smokeless tobacco, smoking tobacco, or other form of tobacco products or products made with tobacco substitute containing nicotine;

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49 [(17)] (18) "Unstamped cigarettes", an individual package containing cigarettes on which 50 does not appear a Missouri state cigarette tax stamp or Missouri state meter machine impression; 51 [(18)] (19) "Vapor product", the same meaning as defined under section 407.925; 52 (20) "Wholesaler", any person, firm or corporation organized and existing, or doing business, primarily to sell cigarettes or tobacco products to, and render service to, retailers in the 53 54 territory the person, firm or corporation chooses to serve; that purchases cigarettes or tobacco 55 products directly from the manufacturer; that carries at all times at his or its principal place of 56 business a representative stock of cigarettes or tobacco products for sale; and that comes into the 57 possession of cigarettes or tobacco products for the purpose of selling them to retailers or to 58 persons outside or within the state who might resell or retail the cigarettes or tobacco products 59 to consumers. This shall include any manufacturer, jobber, broker, agent or other person, 60 whether or not enumerated in this chapter, who so sells or so distributes cigarettes or tobacco products. 61

149.160. 1. A tax is levied upon the first sale of **alternative nicotine products**; tobacco products, other than cigarettes[5]; **and vapor products** within the state. The tax on **alternative nicotine products**, tobacco products, **and vapor products** shall be at the rate of ten percent of the manufacturer's invoice price before discounts and deals[5] and shall be paid by the person making the first sale within the state. Licensed persons making first sales within the state shall be allowed approved credit for returned merchandise provided the tax was paid on the returned merchandise and the purchaser was given a refund or credit. Such licensed person shall take such approved credit on the return for the month in which the purchaser was given the refund or credit.

- 2. The tax shall not apply to tobacco products when the first sale within the state has occurred on such tobacco products prior to October 1, 1993.
- 3. Amounts generated by the tax levied in this section shall be deposited in the health initiatives fund created by section 191.831.
- 4. When the general assembly appropriates an amount equal to twenty-five percent of the net federal reimbursement allowance to the health initiatives fund, this section shall expire. As used in this section, "net federal reimbursement allowance" shall mean that amount of the federal reimbursement allowance in excess of the amount of state matching funds necessary for the state to make payments required by subsection 1 of section 208.471 or, if the payments exceed the amount so required, the actual payments made for the purposes specified in subsection 1 of section 208.471.

407.925. As used in sections [407.925] 407.924 to 407.934, the following terms mean:

(1) "Alternative nicotine product", any noncombustible product containing nicotine that is intended for human consumption, whether chewed, absorbed, dissolved, or ingested by any

other means. Alternative nicotine product does not include any vapor product, tobacco product, or any product regulated as a drug or device by the United States Food and Drug Administration under Chapter V of the Food, Drug, and Cosmetic Act;

- (2) ["Center of youth activities", any playground, school or other facility, when such facility is being used primarily by persons under the age of eighteen for recreational, educational or other purposes;
- 10 (3)] "Distribute", a conveyance to the public by sale, barter, gift or sample;
  - [(4)] (3) "Minor", a person under [the] twenty-one years of age [of eighteen];
  - [(5)] (4) "Municipality", the city, village, or town within which tobacco products, alternative nicotine products, or vapor products are sold or distributed or, in the case of tobacco products, alternative nicotine products, or vapor products that are not sold or distributed within a city, village, or town, the county in which they are sold or distributed;
  - [(6)] (5) "Person", an individual, partnership, copartnership, firm, company, public or private corporation, association, joint stock company, trust, estate, political subdivision or any agency, board, department or bureau of the state or federal government, or any other legal entity which is recognized by law as the subject of rights and duties;
  - [(7)] (6) "Proof of age", a driver's license or other generally accepted means of identification that contains a picture of the individual and appears on its face to be valid;
  - [(8)] (7) "Rolling papers", paper designed, manufactured, marketed, or sold for use primarily as a wrapping or enclosure for tobacco, which enables a person to roll loose tobacco into a smokable cigarette;
  - [(9)] (8) "Sample", a tobacco product, alternative nicotine product, or vapor product distributed to members of the general public at no cost or at nominal cost for product promotional purposes;
  - [(10)] (9) "Sampling", the distribution to members of the general public of tobacco product, alternative nicotine product, or vapor product samples;
  - [(11)] (10) "Tobacco products", any substance containing tobacco leaf[-] including, but not limited to, cigarettes, cigars, pipe tobacco, snuff, chewing tobacco, or dipping tobacco but [does] not [include] including alternative nicotine products[-] or vapor products;
  - [(12)] (11) "Vapor product", any noncombustible product containing nicotine that employs a heating element, power source, electronic circuit, or other electronic, chemical or mechanical means, regardless of shape or size, that can be used to produce vapor from nicotine in a solution or other form. Vapor product includes any electronic cigarette, electronic cigar, electronic cigarillo, electronic pipe, or similar product or device and any vapor cartridge or other container of nicotine in a solution or other form that is intended to be used with or in an

electronic cigarette, electronic cigar, electronic cigarillo, electronic pipe, or similar product or
device. Vapor product does not include any alternative nicotine product or tobacco product;

- [(13)] (12) "Vending machine", any mechanical, electric, or electronic[-] self-service device [which] that, upon insertion of money, tokens, or any other form of payment, dispenses tobacco products, alternative nicotine products, or vapor products.
- 407.926. 1. Any person or entity who sells tobacco products, alternative nicotine products, or vapor products shall deny the sale of such tobacco products to [any person who is less than eighteen years of age] minors.
- 2. Any person or entity who sells or distributes tobacco products, alternative nicotine products, or vapor products by mail or through the internet in this state in violation of subsection 1 of this section shall be assessed a fine of two hundred fifty dollars for the first violation and five hundred dollars for each subsequent violation.
- 3. Alternative nicotine products and vapor products shall [only] not be sold to [persons eighteen years of age or older,] minors, shall be subject to local and state sales tax, [but] and shall [not] be [otherwise] taxed [or] and regulated as tobacco products.
- 4. (1) Any nicotine liquid container that is sold at retail in this state shall satisfy the child-resistant effectiveness standards set forth in 16 [CFR] C.F.R. 1700.15(b) as in effect on August 28, 2015, when tested in accordance with the method described in 16 [CFR] C.F.R. 1700.20 as in effect on August 28, 2015.
- (2) For the purposes of this subsection, "nicotine liquid container" shall mean a bottle or other container of liquid or other substance containing nicotine if the liquid or substance is sold, marketed, or intended for use in a vapor product. A "nicotine liquid container" shall not include a liquid or other substance containing nicotine in a cartridge that is sold, marketed, or intended for use in a vapor product, provided that such cartridge is prefilled and sealed by the manufacturer and not intended to be opened by the consumer.
- (3) Any person who engages in retail sales of liquid nicotine containers in this state in violation of this subsection shall be assessed a fine of two hundred fifty dollars for the first violation and five hundred dollars for each subsequent violation.
- (4) The department of health and senior services may adopt rules necessary to carry out the provisions of this subsection. Any rule or portion of a rule, as that term is defined in section 536.010, that is created under the authority delegated in this section shall become effective only if it complies with and is subject to all of the provisions of chapter 536 and, if applicable, section 536.028. This section and chapter 536 are nonseverable and if any of the powers vested with the general assembly under chapter 536 to review, to delay the effective date, or to disapprove and annul a rule are subsequently held unconstitutional, then the grant of rulemaking authority and any rule proposed or adopted after August 28, 2015, shall be invalid and void.

32 (5) The provisions of this subsection and any rules adopted hereunder shall be null, void, 33 and of no force and effect upon the effective date of the final regulations issued by the federal 34 Food and Drug Administration or from any other federal agency if such regulations mandate 35 child-resistant effectiveness standards for nicotine liquid containers.

407.927. The owner of an establishment at which tobacco products, alternative nicotine products, vapor products, or rolling papers are sold at retail or through vending machines shall cause to be prominently displayed in a conspicuous place at every display from which tobacco products, alternative nicotine products, or vapor products are sold and on every vending machine where tobacco products are purchased a sign that shall:

- (1) Contain in red lettering at least one-half inch high on a white background the following: "It is a violation of state law for cigarettes, other tobacco products, alternative nicotine products, or vapor products to be sold or otherwise provided to any person under the age of [eighteen] twenty-one or for such person to purchase, attempt to purchase or possess cigarettes, other tobacco products, alternative nicotine products or vapor products."; and
- (2) Include a depiction of a pack of cigarettes at least two inches high defaced by a red diagonal diameter of a surrounding red circle, and the words "Under [18] 21".
- 407.929. 1. A person or entity selling tobacco products, alternative nicotine products, or vapor products or rolling papers or distributing tobacco product, alternative nicotine product, or vapor product samples shall require proof of age from a prospective purchaser or recipient if an ordinary person would conclude on the basis of appearance that such prospective purchaser or recipient may be [under the age of eighteen] a minor.
- 2. The operator's or chauffeur's license issued pursuant to the provisions of section 302.177, or the operator's or chauffeur's license issued pursuant to the laws of any state or possession of the United States to residents of those states or possessions, or an identification card as provided for in section 302.181, or the identification card issued by any uniformed service of the United States, or a valid passport shall be presented by the holder thereof upon request of any agent of the division of [liquor] alcohol and tobacco control or any owner or employee of an establishment that sells tobacco, alternative nicotine products, or vapor products, for the purpose of aiding the registrant, agent or employee to determine whether or not the person is [at least eighteen years of age] a minor when such person desires to purchase or possess tobacco products, alternative nicotine products, or vapor products procured from a registrant. Upon such presentation, the owner or employee of the establishment shall compare the photograph and physical characteristics noted on the license, identification card or passport with the physical characteristics of the person presenting the license, identification card or passport.
- 3. Any person who shall, without authorization from the department of revenue, reproduce, alter, modify or misrepresent any chauffeur's license, motor vehicle operator's license

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or identification card shall be deemed guilty of a misdemeanor and upon conviction shall be subject to a fine of not more than one thousand dollars, and confinement for not more than one year, or by both such fine and imprisonment.

- 4. Reasonable reliance on proof of age or on the appearance of the purchaser or recipient shall be a defense to any action for a violation of subsections 1, 2 and 3 of section 407.931. No person shall be liable for more than one violation of subsections 2 and 3 of section 407.931 on any single day.
- 407.931. 1. It shall be unlawful for any person to sell, provide or distribute tobacco products, alternative nicotine products, or vapor products to [persons under eighteen years of age] a minor.
- 4 2. All vending machines that dispense tobacco products, alternative nicotine products, 5 or vapor products shall be located within the unobstructed line of sight and under the direct supervision of an adult responsible for preventing [persons less than eighteen years of age] minors from purchasing any tobacco product, alternative nicotine product, or vapor product from 8 such machine or shall be equipped with a lock-out device to prevent the machines from being 9 operated until the person responsible for monitoring sales from the machines disables the lock. Such locking device shall be of a design that prevents it from being left in an unlocked condition 10 11 and which will allow only a single sale when activated. A locking device shall not be required on machines that are located in areas where [persons less than eighteen years of age] minors are 12 not permitted or prohibited by law. An owner of an establishment whose vending machine is not 13 in compliance with the provisions of this subsection shall be subject to the penalties contained in subsection 5 of this section. A determination of noncompliance may be made by a local law 15 enforcement agency or the division of [liquor] alcohol and tobacco control. Nothing in this 16 section shall apply to a vending machine if located in a factory, private club or other location not 17 18 generally accessible to the general public.
  - 3. No person or entity shall sell, provide or distribute any tobacco product, alternative nicotine product, or vapor product or rolling papers to any minor, or sell any individual cigarettes to any person in this state. This subsection shall not apply to the distribution by family members on property that is not open to the public.
  - 4. Any person including, but not limited to, a sales clerk, owner or operator who violates subsection 1, 2 or 3 of this section or section 407.927 shall be penalized as follows:
    - (1) For the first offense, twenty-five dollars;
    - (2) For the second offense, one hundred dollars:
    - (3) For a third and subsequent offense, two hundred fifty dollars.
- 5. Any owner of the establishment where tobacco products, alternative nicotine products, or vapor products are available for sale who violates subsection 3 of this section, in addition to

the penalties established in subsection 4 of this section, shall be penalized in the following manner:

- (1) For the first violation per location within two years, a reprimand shall be issued by the division of [liquor] alcohol and tobacco control;
- (2) For the second violation per location within two years, the division of [liquor] **alcohol and tobacco** control shall issue a citation prohibiting the outlet from selling tobacco products, alternative nicotine products, or vapor products for a twenty-four-hour period;
- (3) For the third violation per location within two years, the division of [liquor] alcohol and tobacco control shall issue a citation prohibiting the outlet from selling tobacco products, alternative nicotine products, or vapor products for a forty-eight-hour period;
- (4) For the fourth and any subsequent violations per location within two years, the division of [liquor] alcohol and tobacco control shall issue a citation prohibiting the outlet from selling tobacco products for a five-day period.
- 6. Any owner of the establishment where tobacco products are available for sale who violates subsection 3 of this section shall not be penalized pursuant to this section if such person documents the following:
- (1) An in-house or other tobacco compliance employee training program was in place to provide the employee with information on the state and federal regulations regarding sales of tobacco products, alternative nicotine products, or vapor products to minors. Such training program must be attended by all employees who sell tobacco products, alternative nicotine products, or vapor products to the general public;
- (2) A signed statement by the employee stating that the employee has been trained and understands the state laws and federal regulations regarding the sale of tobacco products, alternative nicotine products, or vapor products to minors; and
- (3) Such in-house or other tobacco compliance training meets the minimum training criteria, which shall not exceed a total of ninety minutes in length, established by the division of [liquor] alcohol and tobacco control.
- 7. The exemption in subsection 6 of this section shall not apply to any person who is considered the general owner or operator of the outlet where tobacco products, alternative nicotine products, or vapor products are available for sale if:
- (1) Four or more violations per location of subsection 3 of this section occur within a one-year period; or
- (2) Such person knowingly violates or knowingly allows his or her employees to violate subsection 3 of this section.
- 8. If a sale is made by an employee of the owner of an establishment in violation of sections 407.925 to 407.934, the employee shall be guilty of an offense established in

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subsections 1, 2 and 3 of this section. If a vending machine is in violation of section 407.927, the owner of the establishment shall be guilty of an offense established in subsections 3 and 4 of this section. If a sample is distributed by an employee of a company conducting the sampling, such employee shall be guilty of an offense established in subsections 3 and 4 of this section.

- 9. A person cited for selling, providing, or distributing any tobacco product, alternative nicotine product, or vapor product to [any individual less than eighteen years of age] a minor in violation of subsection 1, 2, or 3 of this section shall conclusively be presumed to have reasonably relied on proof of age of the purchaser or recipient, and such person shall not be found guilty of such violation if such person raises and proves as an affirmative defense that such individual presented a driver's license or other government-issued photo identification purporting to establish that such individual was [eighteen years of age or older] not a minor.
- 10. Any person adversely affected by this section may file an appeal with the administrative hearing commission which shall be adjudicated pursuant to the procedures established in chapter 621.
- 407.933. 1. No [person less than eighteen years of age] minor shall purchase, attempt to purchase, or possess cigarettes, other tobacco products, alternative nicotine products, or vapor products unless such person is an employee of a seller of cigarettes, tobacco products, alternative nicotine products, or vapor products and is in such possession to effect a sale in the course of employment, or an employee of the division of [liquor] alcohol and tobacco control for enforcement purposes pursuant to subsection 5 of section 407.934.
- 2. [Any person less than eighteen years of age] No minor shall [not] misrepresent his or her age to purchase cigarettes, tobacco products, alternative nicotine products, or vapor products.
  - 3. Any person who violates the provisions of this section shall be penalized as follows:
- (1) For the first violation, the person is guilty of an infraction and shall have any cigarettes, tobacco products, alternative nicotine products, or vapor products confiscated;
- (2) For a second violation and any subsequent violations, the person is guilty of an infraction[,]; shall have any cigarettes, tobacco products, alternative nicotine products, or vapor products confiscated; and shall complete a tobacco education or smoking cessation program, if available.
- 407.934. 1. No person shall sell cigarettes, tobacco products, alternative nicotine products, or vapor products unless the person has a retail sales tax license.
- 2. The department of revenue shall permit persons to designate through the internet or by including a place on all sales tax license applications for the applicant to designate himself or herself as a seller of tobacco products, alternative nicotine products, or vapor products and to provide a list of all locations where the applicant sells such products.

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3. On or before July first of each year, the department of revenue shall make available to the division of [liquor] alcohol and tobacco control and the department of mental health a complete list of every establishment which sells cigarettes, other tobacco products, alternative 10 nicotine products, or vapor products in this state.

- 4. The division of [liquor] alcohol and tobacco control shall have the authority to inspect stores and tobacco outlets for compliance with all laws related to access of tobacco products, alternative nicotine products, or vapor products to minors. The division may employ a [person seventeen years of age] minor, with parental consent if the minor is under eighteen years of age, to attempt to purchase tobacco for the purpose of inspection or enforcement of tobacco laws.
- 5. The supervisor of the division of [liquor] alcohol and tobacco control shall not use minors to enforce the provisions of this chapter unless the supervisor promulgates rules that establish standards for the use of minors. The supervisor shall establish mandatory guidelines for the use of minors in investigations by a state, county, municipal or other local law enforcement authority which shall be followed by such authority and which shall, at a minimum, provide for the following:
  - (1) The minor shall be at least seventeen years of age;
- (2) The minor shall have a youthful appearance, and the minor, if a male, shall not have facial hair or a receding hairline and if a female, shall not wear excessive makeup or excessive jewelry;
- (3) The state, county, municipal or other local law enforcement agency shall obtain the consent of the minor's parent or legal guardian, if necessary, before the use of such minor on a form approved by the supervisor;
- (4) The state, county, municipal or other local law enforcement agency shall make a photocopy of the minor's valid identification showing the minor's correct date of birth;
- (5) Any attempt by such minor to purchase tobacco products, alternative nicotine products, or vapor products shall be videotaped or audiotaped with equipment sufficient to record all statements made by the minor and the seller of the tobacco product;
- (6) The minor shall carry his or her own identification showing the minor's correct date of birth and shall, upon request, produce such identification to the seller of the tobacco product, alternative nicotine product, or vapor product;
- (7) The minor shall answer truthfully any questions about his or her age and shall not remain silent when asked questions regarding his or her age;
- 40 (8) The minor shall not lie to the seller of the tobacco product, alternative nicotine 41 product, or vapor product to induce a sale of tobacco products;

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42 (9) The minor shall not be employed by the state, county, municipal or other local law 43 enforcement agency on an incentive or quota basis;

- (10) The state, county, municipal or other local law enforcement agency shall, within forty-eight hours, contact or take all reasonable steps to contact the owner or manager of the establishment if a violation occurs;
- (11) The state, county, municipal or other local law enforcement agency shall maintain records of each visit to an establishment where a minor is used by the state, county, municipal or other local law enforcement agency for a period of at least one year following the incident, regardless of whether a violation occurs at each visit, and such records shall, at a minimum, include the following information:
  - (a) The signed consent form of the minor's parent or legal guardian, if necessary;
  - (b) A [Polaroid] photograph of the minor;
- 54 (c) A photocopy of the minor's valid identification, showing the minor's correct date of 55 birth:
- (d) An information sheet completed by the minor on a form approved by the supervisor;and
- 58 (e) The name of each establishment visited by the minor, and the date and time of each visit.
  - 6. If the state, county, municipal or other local law enforcement authority uses minors in investigations or in enforcing or determining violations of this chapter or any local ordinance and does not comply with the mandatory guidelines established by the supervisor of [liquor] alcohol and tobacco control in subsection 5 of this section, the supervisor of [liquor] alcohol and tobacco control shall not take any disciplinary action against the establishment or seller pursuant to this chapter based on an alleged violation discovered when using a minor and shall not cooperate in any way with the state, county, municipal or other local law enforcement authority in prosecuting any alleged violation discovered when using a minor.

## 407.1615. 1. As used in this section, the following terms mean:

- (1) "Alternative nicotine product", the same meaning as defined under section 407.925;
- (2) "Flavored product", any tobacco product, alternative nicotine product, or vapor product that has a distinguishable taste or aroma imparted either prior to or during consumption of the product including, but not limited to, tastes or aromas relating to any alcoholic beverage, candy, chocolate, cocoa, dessert, fruit, herb, honey, menthol, mint, spice, vanilla, or wintergreen. A product shall be presumed to be a flavored product if the product claims, expresses, or implies to have, or advertises as having, a flavor or aroma other than tobacco;

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- 11 (3) "Tobacco product", the same meaning as defined under section 407.925;
- (4) "Vapor product", the same meaning as defined under section 407.925. 12
- 13 2. No person or entity shall sell any tobacco product, alternative nicotine product, 14 or vapor product that is a flavored product.
- 3. Any person or entity who sells or distributes tobacco products, alternative 16 nicotine products, or vapor products in person, by mail, or through the internet in this state in violation of subsection 2 of this section shall be assessed a fine of two hundred fifty dollars for the first violation and five hundred dollars for each subsequent violation.