

“Loosie” Fact Sheet for Retailers



1. What is a “loosie” or out of package sale?

A “loosie” is one cigarette or cigar sold out of package, and not meant for single sale.

2. Is it illegal to sell loosies?

YES. Selling unpackaged cigarettes or loosies is against the tobacco sales laws in Philadelphia. It is against the law to sell a loosie to anyone of any age. If sold, it can result in a \$250 penalty.

3. Can a cigar or little cigar also be considered a “loosie”?

If there is no UPC or bar code on the wrapper, then it is not meant to be sold separately and would be considered a loosie.



Example of UPC or bar code

4. Are loosie sales a problem in Philadelphia?

YES. Loosie sales are a problem in Philadelphia. Local studies have shown that 25.6% of adults know of places in their neighborhood that sell loosies.

Selling loosies works against the Philadelphia Department of Public Health efforts to lower adult and youth smoking in the city. Areas in Philadelphia where loosies are sold often have other criminal activity.

5. It’s just one cigarette, what difference does it make?

The nicotine in tobacco products is very addictive. Many studies have shown that it can take only one cigarette to start or continue addiction, especially for children and teens.

For more information visit:

<http://www.phila.gov/health/permitsForms.html>

