

Challenge 25

age verification and special treatments

Trading Standards information

www.southwark.gov.uk

1. Introduction

Standard licence conditions require all special treatments licence holders to advertise and operate a Challenge 25 age verification policy in relation to the supply of licensable treatments. This leaflet explains what this means and details the guidance we have available. The guidance is also relevant to age restricted treatments even if they are not subject to licensing.

2. What is an age verification policy?

This means procedures should be drawn up and followed so that when any young looking customer requests a licensable treatment they are always asked to show suitable proof of age. The proof of age should be checked so that you actually verify that they are old enough to have that treatment.

The results of these checks should be recorded so you can prove you are complying with the conditions.

Such policies well established by alcohol and tobacco retailers and usually known as 'Challenge 25' because if a customer looks under 25 they will be asked to prove their age or the sale will be refused.

3. Best practice guidance

Trading Standards enforce the laws concerning age restricted goods and services. We have a range of best practice guidance and materials to help businesses comply with the law including refusals registers.

We support the [PASS](#) approved ID scheme to help business avoid making illegal underage sales. Recognising and asking for approved proof of age is the best way of preventing underage sales because fake ID cards are widely available.

4. Guidance and signage materials

The key guidance to help you establish a policy is contained in our leaflets;

- Proof of age cards
- Best practice guidance – age restricted special treatments
- Saying no, avoiding conflict

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If you follow this guidance, and train your staff accordingly, you should satisfy the licence condition. We can also supply A4 advisory notices as shown below. The guidance and notices can be downloaded from the Council's website or you can request hard copies.

**NO PERSONS
UNDER THE AGE
OF 15 MAY USE A
HEATED SPA BATH
ON THESE PREMISES**

**If you are lucky enough to look under 25
you may be asked to prove your age**

**AGE RESTRICTED TREATMENTS
BODY PIERCING**

18+ only - nipples and genitals

**16 to 18 - other body parts only with
proof of age or written
parental consent**

**Under 16 - other body parts only with
written parental consent**

**If you are lucky enough to look under 25
you may be asked to prove your age**

**IT IS ILLEGAL TO PERMIT
ANYONE UNDER THE AGE OF
18 TO USE A SUNBED**

**IT IS ILLEGAL FOR ANYONE
UNDER THE AGE OF 18 TO
BE IN THE SAME ENCLOSED
SPACE OR ROOM AS A SUNBED**

**If you are lucky enough to look under 25
you may be asked to prove your age**

**IT IS ILLEGAL
TO TATTOO
ANYONE UNDER
THE AGE OF 18**

**If you are lucky enough to look under 25
you may be asked to prove your age**

**UNDER
25?**



AGE RESTRICTED PRODUCTS

**If you are lucky enough to
look under 25 you will be
asked to prove that you
are aged 18 or over**



25

5. Enforcement

It is an offence to breach licence conditions and there are other offences particular to the age restrictions on some treatments - such as carrying out tattooing on under 18s or permitting the use of a sunbed by persons under 18.

To check that licensees are complying with the law the Council can use underage or young looking volunteers to attempt test purchases.

6. Further information

If you require further assistance on these requirements, or would like additional information or any point of sale material please contact us at the address given.

Members of our Licensing or Trading Standards teams can also visit your premises to discuss things further if you prefer.

PLEASE NOTE: Only the Courts can interpret statutory legislation with authority and this leaflet may be revised or amended without notice.
(Ref: AVPST/1.3 June 2022)