



MEMORANDUM

To: Rep. Nathan Sosa, Chair, House Committee on Commerce and Consumer Protections
Members of the House Committee on Commerce and Consumer Protections

From: Courtni Dresser, Vice President of Government Relations

Date: February 28, 2025

Re: OMA Comments on HB 2528

The Oregon Medical Association (OMA) strongly supports House Bill 2528, which aims to include nicotine derived from any source in the definitions of inhalant delivery system and tobacco products.

This legislative action is crucial for addressing the public health concerns associated with nicotine pouches and other products without tobacco but with addictive properties.

Nicotine pouches, introduced in the U.S. in 2015, are smokeless products containing nicotine and flavorings but no tobacco leaf. These pouches are placed between the lip and gum, allowing nicotine absorption through the mouth's lining. Their discreet nature and availability in various flavors make them particularly appealing to youth, raising concerns about potential addiction and health risks.

The World Health Organization's Study Group on Tobacco Product Regulation has found that nicotine pouches contain sufficient nicotine to sustain addiction.

The rapid increase in sales and marketing of these products underscores the need for comprehensive regulation to prevent youth uptake and ensure public health and safety. By passing HB 2528, Oregon will take a significant step in regulating nicotine pouches and other nicotine derived products, aligning them with other tobacco products, and implementing necessary safeguards to protect public health.

The OMA urges legislators to support this bill to address the emerging challenges posed by these nicotine products.

The Oregon Medical Association (OMA) is the state's largest professional organization engaging in advocacy, policy, community-building, and networking opportunities for Oregon's physicians, physician associates medical students, and physician associate students. The OMA's members speak with one voice as they advocate for policies that improve access to quality patient care, reduce administrative burdens on medical professionals, and improve the health of all Oregonians. Additional information can be found at www.theOMA.org.