



My name is Zahra Janoowalla and I am submitting written testimony on behalf of Parents Against Vaping (PAVe), a national organization of parent volunteers including here in Oregon. We represent the countless families across Oregon whose lives have been upended by the youth vaping epidemic, and are here to express our full support for a restriction on flavored e-cigarettes and all other flavored tobacco products including menthol cigarettes.

We have spoken to hundreds of parents who are very involved in their children's lives. Because vape products were created to fly under the radar of adults, parents are often unaware their children are vaping until they are already addicted. E-cigarettes are too easy to use, and the appealing flavors disguise just how addictive they are. To kids, they look cool and fun and offer an opportunity to fit in. They are promoted all over social media and marketed next to candy in stores.

The nicotine salt technology used in e-cigarettes is highly addictive, and adolescents are particularly vulnerable to its effects. Symptoms of addiction can appear within weeks or days after occasional vaping begins. Tobacco sets kids on a path toward nicotine addiction, increasing their risk of serious physical and mental health consequences, including but not limited to: neurological effects, learning difficulties, impulsivity, aggressive behavior, mental health challenges, respiratory problems, heart disease, cancer, and a higher likelihood of substance abuse.

Over 10% of Oregonian 11th graders vaped in the last month. And the numbers prove that flavors hook kids: nearly 90% of young people who currently vape use flavors such as Mango, Cotton Candy, and Blue Razz (2024 National Youth Tobacco Survey).

Time will continue to reveal just how serious the long term health impacts will be on our children as they move into adulthood. Please stand with us and the thousands of families in Oregon by supporting legislation that will end the sale of all flavored tobacco products. We cannot let this generation of kids become lifetime nicotine addicts and Big Tobacco's next lifetime customers. Thank you for your time.

Sincerely,

Zahra Janoowalla

*Associate Director of Advocacy and Volunteers*

Parents Against Vaping