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On Behalf Of: Serenity Vapors
Committee: Senate Committee On Early Childhood and Behavioral Health
Measure, Appointment or Topic: SB702

Statement from Serenity Vapors on Senate Bill 720

As the owner of Serenity Vapors, a responsible, 21+ adult-only business, I strongly oppose Senate Bill 720, which would effectively ban the sale of flavored vape and tobacco products in Oregon. While I respect efforts to reduce youth access to these products, SB 720 is misguided and will do more harm than good.

This bill threatens small businesses, including mine, while failing to achieve its intended goal. Serenity Vapors operates under strict age-restriction policies—we ID every customer, and minors are not allowed in our stores. Instead of punishing responsible businesses, the focus should be on enforcing existing laws, increasing penalties for those who sell to minors, and ensuring age verification measures are upheld across all retail channels.

SB 720 will drive adult consumers to the black market, unregulated online sellers, and even back to traditional cigarettes. When similar bans have been attempted elsewhere, they have not stopped demand—they have only shifted supply to illegal and dangerous sources. Adults who use flavored vape products as a harm-reduction tool deserve access to regulated, safer alternatives, rather than being forced into riskier options.

Oregon's budget will take a massive hit, with an estimated \$182 million in lost tax revenue. The reality is that Oregon is already facing budget shortfalls, and this ban would create a financial hole with no real public health benefit. The funds currently generated from legal sales help support crucial state programs—losing this revenue will only lead to new taxes and budget cuts elsewhere.

There are better ways to protect youth without destroying businesses and consumer choice. Solutions such as stricter ID verification, limiting flavored product sales to 21+ stores like mine, and holding employees accountable for underage sales would actually address the issue without the devastating consequences of a full ban.

Serenity Vapors stands for responsible business practices, consumer rights, and common-sense regulation. I urge Oregon lawmakers to reject SB 720 and work toward solutions that truly address underage access while preserving the rights of responsible adult consumers and the small businesses that serve them.