

**LISA REYNOLDS, MD**  
**STATE SENATOR**  
**District 17**



**OREGON STATE SENATE**

Testimony in Support of SB702: Ending the Sale of Flavored Tobacco

Senate Committee on Early Childhood and Behavioral Health  
Oregon State Capitol  
Hearing Room E

Tuesday, March 4th, 2025

Good afternoon Vice Chair Anderson and members of the committee.

My name is Lisa Reynolds, and I'm the State Senator for SD 17 - The westside of Portland along with northeastern Washington county. It's an honor to appear before you today to bring forward this important bill, SB 702, which ends the sale of flavored tobacco and flavored synthetic nicotine products in Oregon.

Briefly, this measure defines characterizing flavors, it expands the definition of nicotine to include synthetic and emerging products, and it ends the sale of flavored tobacco and nicotine products in the state. Of note, this measure excludes FDA-approved smoking cessation products and it has a long runway, with an implementation date of July 1, 2026.

As you know, I am a pediatrician. And it is that work that informs all I do in this legislature. It is the very health and safety of our *youngest* Oregonians that is at the heart of this measure. Ending the sale of flavored tobacco in Oregon would prevent the lifelong nicotine addiction, and the short-term health impacts AND the long-term disease wrought by these products.

Flavored tobacco products encompass a broad range of forms, from menthol cigarettes to sweetly flavored aerosol vapes, as well as flavored chew and cigars. Flavors include Cotton Candy, Mango, Strawberry Shortcake. These flavors mask the noxious, tarry taste and smell of tobacco which would otherwise deter a young person from smoking traditional cigarettes. Put simply, these palatable flavors are a gateway.

And these products are delivered in packaging that mimics and smells like candy, and which contain the actual electronic cigarettes, or vapes – for vaporized nicotine. These vapes even have little videogames embedded in them. *These* are explicitly designed for children.

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And then: children become addicted for life, hooked by high levels of nicotine, which is one of the most addicting drugs on the planet. I have certainly seen young patients in my own practice who are struggling to quit this addiction before they are even able to drive, get their first job, or graduate high school. And, in these young people, nicotine triggers symptoms of ADHD, anxiety and depression. Furthermore, it's demoralizing to want to stop using a substance and not be able to.

I am here today putting front and center the health and the safety of Oregon children.

Let's talk about the tobacco – or, really, the nicotine – industry:

This industry has purposefully targeted youth with their marketing of flavors. Where *we* see a child, the *tobacco industry* sees a new client, and one that will become a lifelong customer. In Oregon alone, the tobacco industry spends almost \$100 million a year on advertising to market their products as *cool* and *trendy* and *safe*. Our kids are up against a massive– and deceptive– industry.

In fact, one vape company, JUUL Labs, has paid out nearly half a billion dollars to settle an investigation which found that they intentionally, wrongfully, and repeatedly targeted children in their marketing. Oregon received \$20.5 million from JUUL over this unlawful marketing. JUUL now only sells unflavored products, except for a menthol version.

Ending the sale of flavored tobacco through SB 702 is about *preventing* our kids from becoming addicted to nicotine, which sets them on a path for lifelong tobacco use, leading to lung damage, heart disease, and early death.

Our communities are fighting back: county commissioners in Multnomah County AND in Washington County have already chosen to protect their constituents with this public health measure. In Washington County, big tobacco tried to overturn the county's ban - and 77% of voters said no to the overturn: do not sell flavored tobacco in our community!

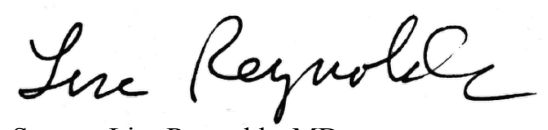
Shouldn't we extend such protections statewide?

Furthermore, Oregon is not the first state to take this on. Other states including California, Massachusetts, New Jersey, New York, and Rhode Island have already *successfully* ended the sale of flavored tobacco.

I am here today putting front and center the health and safety of Oregon children. And, I urge you to do the same.

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Sincerely,

A handwritten signature in black ink that reads "Lisa Reynolds". The signature is written in a cursive, flowing style.

Senator Lisa Reynolds, MD  
Senate District 17

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