

## **MEMORANDUM**

To: Chair Prozanski, Vice-Chair Thatcher, and members of the Senate Committee on Judiciary

From: Marty Carty, Governmental Affairs Director, Oregon Primary Care Association

Date: February 3, 2026

Re: Support SB 1571

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Federally Qualified Health Center (FQHC) providers and care teams see firsthand the impact of flavored tobacco on kids, and now Big Tobacco is onto its next trick: nicotine pouches. Nicotine pouches are flavored and easy to conceal—two features that drove youth e-cigarette use to crisis levels.

Right now, Oregon doesn't have a state law that restricts the sale of these products—even to kids. The rules around nicotine pouches don't match the safety measures and regulations we have around cigarettes, e-cigarettes and vape products, cigars & chewing tobacco. In Oregon, nicotine pouches can be sold anywhere without a state license and can be purchased online; there is no age restriction required under Oregon law.

Nicotine pouches come in a variety of flavors including berry, mint and citrus, and are sold by all major tobacco companies. These new products are poised to be the next money maker, setting up young people for a lifetime of addiction while the tobacco industry profits. Total monthly nicotine pouch sales increased by 250.8% nationally between January 2023 and August 2025.<sup>1</sup>

Nicotine pouches must be properly regulated just like other smokeless tobacco products, cigarettes, e-cigarettes and vapes, and cigars. It's time for Oregon to protect kids and close the loophole that leaves nicotine pouches unregulated.

**The Oregon Primary Care Association (OPCA) is the nonprofit membership organization for the state's 33 federally qualified health centers (FQHCs). OPCA member clinics deliver comprehensive, culturally responsive integrated medical, dental, and behavioral health services for traditionally underserved communities. As a unifying voice of Oregon's FQHCs, OPCA drives transformative policy development to advance health equity across the state and beyond.**

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<sup>1</sup> CDC Foundation, "Monitoring Sales: Nicotine Pouch Trends" Published October 2025