

February 3, 2026

Oregon State Senate
900 Court St. NE
Salem, Oregon 97301



RE: Pass SB 1571 and Protect Oregon's Kids

Dear Chair [to be named] and members of the Committee:

Please support Senate Bill 1571 to regulate addictive nicotine pouches in Oregon.

We have seen firsthand the impact of flavored tobacco on kids, and now Big Tobacco is onto its next trick: nicotine pouches. Nicotine pouches are flavored, highly addictive, and very easy to conceal—features that have driven youth e-cigarette use to crisis levels. In 2024, a quarter of Klamath County 11th graders reported using some form of tobacco². Of the respondents who reported using tobacco or vaping products in the past 30 days, 81.5% said they were flavored products². Research shows that addiction in adolescence makes the developing brain more susceptible to addiction, often leading to other substances³.

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 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 2025.¹

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.

By voting yes on SB 1571, you can help protect Oregon kids from Big Tobacco and nicotine addiction.

Thank you,

A handwritten signature in black ink, appearing to read "J. Little".

Jennifer Little, MPH
Director

¹ CDC Foundation, "Monitoring Sales: Nicotine Pouch Trends" Published October 2025

² Oregon Health Authority, 2026, Student Health Survey data

³ National Institute of Health, National Library of Medicine, "Nicotine Gateway Effects on Adolescent Substance Use" Published 2019: <https://pmc.ncbi.nlm.nih.gov/articles/PMC6754186/>