

2/9/2025

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

RE: Pass SB 1571 and Protect Oregon's Kids

Dear Chair and members of the Committee:

My name is Shane Sanderson. I'm a public health professional, but more importantly, I'm a dad to three amazing kids. And honestly, that's what drives me to speak up today.

I've watched how flavored tobacco products have pulled young people in over the years. We all have. And now Big Tobacco has found its next angle: nicotine pouches. They're flavored, they're discreet, and they're incredibly easy for kids to hide. Those are the exact same features that fueled the youth vaping crisis, and it feels like we're watching the same story start all over again.

What scares me as a parent is how unprotected kids are right now in Oregon. There's no state law restricting the sale of nicotine pouches—not even to minors. They can be sold anywhere, no license required, and kids can buy them online with no age check. Meanwhile, every other tobacco or nicotine product—cigarettes, vapes, cigars, chewing tobacco—has guardrails in place. Nicotine pouches are the one glaring exception.

These products come in flavors like berry, mint, and citrus. They're made by major tobacco companies. And sales are exploding—national monthly sales jumped more than 250% between January 2023 and August 2025. As a parent, it's hard not to see the pattern. These companies know exactly what they're doing. They're creating products that appeal to kids, and they're taking advantage of a loophole big enough to drive a truck through.

I worry about my own kids growing up in a world where these products are everywhere, unregulated, and marketed in ways that make them seem harmless. I don't want them—or any Oregon kid—getting pulled into a lifetime of nicotine addiction because we didn't act when we had the chance.

Nicotine pouches should be regulated just like every other tobacco and nicotine product. Oregon needs to close this loophole and protect young people before this becomes the next major public health crisis. By voting yes on SB 1571, you can help keep these products out of kids' hands and prevent Big Tobacco from repeating history.

Thank you,

