

Submitter: Paula Reis
On Behalf Of:
Committee: Senate Committee On Judiciary
Measure, Appointment or Topic: SB1571
2/10/25

Senate Committee on Judiciary
Oregon State Senate
900 Court St. NE
Salem, Oregon 97301

Pass SB 1571 and Protect Oregon's Kids

Dear Chair Prozanski, Vice-Chair Thatcher, and members of the Committee:

Good evening, my name is Paula Reis and I am a member of the youth commercial tobacco control planning committee.

And I urge you to support common sense regulation of 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 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.

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, Paula Reis.