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February 11, 2026

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

RE: SB 1571: Tobacco definition update

Dear Chair Senator Prozanski and members of the Committee:

My name is Sara Herd. I am the Health Promotion Program Manager for the Public Health Division of Lincoln County Health and Human Services. I am writing to you to recommend SB1571, which adds definition of "nicotine" and expands definition of "tobacco" products.

Regulation of nicotine pouches is important to protect youth in Lincoln County and across Oregon. Lincoln County's Tobacco Prevention and Education Program staff work closely with our local school district, local policy leaders, community-based organizations, and local health systems to address how to prevent youth initiation of nicotine and tobacco products. Our partners support initiatives that protect our kids from the harm of commercial tobacco products, as demonstrated by the Lincoln County's, and four of seven cities, resolutions to support a flavor ban prior to the 2025 legislative session. Nicotine pouches are attractive to Lincoln County teens because of their flavors, as well as how easy it is to hide them. Nicotine is a harmful and addictive chemical that is a major risk factor of cardiovascular morbidity¹.

Currently, Oregon does not have a state law that restricts the sale of these products—even to kids. The rules around nicotine pouches do not 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.



Lincoln County Public Health
a division of Health and Human Services



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 2025².

This bill will help regulate nicotine pouches regulated just like other smokeless tobacco products, cigarettes, e-cigarettes and vapes, and cigars. We recommend that Oregon protect kids and close the loophole that leaves nicotine pouches unregulated.

Passing SB 1571 will protect youth in Lincoln County, and throughout Oregon, from Big Tobacco and nicotine addiction.

Sincerely,



Sara Herd
Lincoln County Public Health
A division of Health and Human Services
Health Promotion Manager

¹ Dorotheo EU, Arora M, Banerjee A, Bianco E, Cheah NP, Dalmau R, Eissenberg T, Hasegawa K, Naidoo P, Nazir NT, Newby LK, Obeidat N, Skipalskyi A, Stępińska J, Willett J, Wang Y. Nicotine and Cardiovascular Health: When Poison is Addictive - a WHF Policy Brief. Glob Heart. 2024 Jan 31;19(1):14. doi: 10.5334/gh.1292. PMID: 38312998; PMCID: PMC10836189.

² CDC Foundation, "Monitoring Sales: Nicotine Pouch Trends" Published October 2025