



February 11, 2026

Senate Committee On Early Childhood and Behavioral Health  
Oregon State Senate  
900 Court St. NE  
Salem, Oregon 97301

RE: Pass SB 1571 and Protect Oregon's Kids

Dear Chair Reynolds, Vice Chair Anderson, and members of the Committee:

On behalf of the Oregon Health Equity Alliance (OHEA), we write to support SB 1571 and Protect Oregon's Kids.

OHEA is a people of color-led collaborative, organized to center and uplift the wisdom of our communities of color through racial justice informed health equity policies and practices. OHEA serves Clackamas, Multnomah, and Washington counties as one of nine regional health equity coalitions across Oregon.

We are asking 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 drive 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>

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