

# TOBACCO'S NEXT BIG TRICK NICOTINE POUCHES

Yes on Senate Bill 1571



**The tobacco industry's strategy of targeting kids is paying off. For decades, tobacco companies have made billions by hooking new generations on their addictive products.**

For decades, the tobacco industry has used menthol cigarettes - which mask the harshness of tobacco smoke - to hook generations of young people.

Then, they introduced fruit and candy flavored vapes, hooking millions more kids on addictive nicotine. And now they are onto their next trick: nicotine pouches like Zyn.

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.

Right now, Oregon has no state law to restrict their sale – even to kids.

**IT'S TIME FOR OREGON TO PROTECT KIDS.  
CLOSE THE LOOPHOLE THAT LEAVES NICOTINE POUCHES UNREGULATED.**

## ***TYPES OF NICOTINE PRODUCTS & THEIR REGULATION IN OREGON***

<b>Cigarettes, E-cigarettes and vape products, Cigars, &amp; Chewing Tobacco</b>	<b>Nicotine Pouches</b>
Can only be sold in stores that have obtained a Tobacco Retail License	<b>Can be sold anywhere without a state license</b>
Can only be sold to people over the age of 21	<b>Oregon has no state law to restrict their sale – even to kids</b>
Can't be purchased online in Oregon	<b>Can be purchased online in Oregon</b>

# TOBACCO'S NEXT BIG TRICK: NICOTINE POUCHES

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Nicotine pouches are packets of nicotine powder, flavorings, and other chemical substances that are placed inside the mouth between the lip and gum. Nicotine is absorbed through the lining of the mouth. They come in a variety of flavors including berry, mint and citrus, and are sold by all major tobacco companies.

## USE OF FLAVORED NICOTINE POUCHES IS RISING – INCLUDING AMONG YOUNG PEOPLE

Nicotine pouches are flavored and easy to conceal – two features that drove youth e-cigarette use to epidemic levels.

**250.8%**

Increase nationally in total monthly nicotine pouch sales between January 2023 and August 2025.<sup>1</sup>

**86%**

Of youth pouch users use a variety of flavored products.<sup>2</sup>

**99.7%**

Of nicotine pouches sold in the U.S. come in non-tobacco flavors.<sup>3</sup>



## No Nicotine Product is Safe for Kids

All nicotine pouches contain nicotine, a highly addictive substance. Nicotine pouches can deliver nicotine at levels similar to cigarettes.<sup>4</sup> Nicotine exposure during adolescence can harm the developing brain, which continues to develop until about age 25, and can impact learning, memory, and attention. **Use of these products sets kids up for a lifetime of addiction.**

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

2. Park-Lee, E, et al., "E-Cigarette and Nicotine Pouch Use Among Middle and High School Students — United States, 2024," Morbidity and Mortality Weekly Report (MMWR) 73(35):774-778, September 5, 2024, <https://www.cdc.gov/mmwr/volumes/73/wr/pdfs/mm7335a3-H.pdf>.

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

4. Travis, N, et al., "The Potential Impact of Oral Nicotine Pouches on Public Health: A Scoping Review," Nicotine & Tobacco Research, advanced access, June 17, 2024, <https://doi.org/10.1093/ntr/ntae131>

# OUR COALITION AGREES:

## Yes on Senate Bill 1571

