

25 February 2026  
House Committee on Rules, Oregon State House  
Oregon State Senate  
900 Court St. NE  
Salem, Oregon 97301

RE: Pass SB 1571A and Protect Oregon's Kids

Dear Chair Bowman, Vice-Chairs Elmer and Pham, and members of the Committee

My name is Nicole Switzer and I am a second year Physician Associate student.

Please 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.

In my community, I have observed a clear increase in the use of vaping products and nicotine pouches among adolescents, driven in part by their social acceptance, discreet use, and the idea that they are safer or less harmful than traditional tobacco. From both a clinical and public health perspective, adolescents' ongoing brain development makes them especially vulnerable to nicotine addiction, and therefore increases the risk of long term health consequences associated with nicotine use. As a future health care provider, addressing this issue is integral to my responsibility in promoting health, reducing preventable harm, and supporting the well being of the youth and future generations.

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; 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>

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 1571A, you can help protect Oregon kids from Big Tobacco and nicotine addiction.

Thank you,  
Nicole Switzer

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<sup>1</sup> CDC Foundation, "Monitoring Sales: Nicotine Pouch Trends" Published October 2025