

2/25/26

House Committee on Rules
Oregon State House
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 Jill Pearson and I am a pediatrician, providing care for Oregon's children for the past 26 years.

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. **Did we not learn anything from Joe Camel?**

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.

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,
Jill Pearson, MD FAAP