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February 26, 2026

The Honorable Ben Bowman, Chair
House Committee on Rules
Oregon State Capitol
900 Court St NE
Salem, OR 97301

Re: Senate Bill 1571A—Support

Dear Chair Bowman and members of the House Committee on Rules:

The Campaign for Tobacco-Free Kids is pleased to submit this letter in support of SB 1571A, regulating the sale of nicotine pouches in Oregon. The Campaign for Tobacco-Free Kids is the nation's largest non-profit, non-governmental advocacy organization solely devoted to reducing tobacco use and its deadly toll by advocating for public policies that prevent kids from using tobacco and help smokers quit.

Oregon's existing laws do not restrict the sale of nicotine pouches — even to kids. This bill expands the definition of "tobacco product" to include such products and ensures that existing tobacco control regulations and requirements apply equally to nicotine pouches.

Nicotine pouches are packets of nicotine powder, flavorings, and other chemical substances that are placed inside the mouth between the lip and gum where the nicotine is absorbed through the lining of the mouth. Sold by all the major tobacco companies, pouches are easily concealable from parents and teachers and come in a range of addictive nicotine levels and an array of flavors that appeal to kids including berry, mint and citrus.

No nicotine product is safe for kids. Nicotine is a highly addictive substance, and research indicates these pouches can deliver nicotine at levels similar to cigarettes. Nicotine exposure during adolescence can harm the developing brain, which continues to develop until about age 25, and can impact learning, memory, and attention. According to the U.S. Centers for Disease Control and Prevention (CDC), nicotine can also prime the brain for addiction to other drugs. Put simply, use of these products can set up kids for a lifetime of addiction.

Nationally, the number of youth using nicotine pouch products more than doubled in recent years. The rise in use is not surprising given the viral marketing around these products. ZYN, the most popular brand among youth and young adults, has inspired TikTok videos and Instagram posts seen by millions and has generated memes, its own lingo, and even dog toys. Nicotine pouch companies sponsor concerts, rodeos, and race cars – all activities that young people attend and enjoy.

It should also be noted that marketing authorization of tobacco products by the U.S. Food and Drug Administration (FDA) simply allows a product to be on the market, it does not mean the product is “safe” or approved as a cessation device. Currently, no nicotine pouches are FDA-approved for cessation and there is no evidence that nicotine pouches help smokers quit.

Please support Senate bill 1571A. It's time for Oregon to protect kids and close the loophole that leaves nicotine pouches unregulated.

Sincerely,



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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>