

February 25, 2026

Oregon State Senate  
900 Court St. NE  
Salem, Oregon 97301

**RE: Please Protect Oregon's Youth by Passing SB 1571**

Esteemed Legislators:

As a local parent and public health professional, I urge you to **please support SB 1571**, which would end regulatory loopholes that exclude highly addictive nicotine pouches from our current state regulations. I urge you to consider the lifelong HARM that these products cause to children in our State and the enormous healthcare costs of taking no action. **Let's get real – the tobacco industry creates these products for the sole purpose of evading regulations to get CHILDREN hooked on nicotine.**

Nicotine pouches are packets of nicotine powder, flavorings, and other chemicals that are placed inside the mouth, between the lip and gum, and nicotine is then absorbed through the lining of the mouth. As with all nicotine products, nicotine pouches are highly addictive and, like e-cigarettes, are made appealing to youth by adding flavorings such as watermelon, citrus, and mint. The pouches are also small and easy to conceal. Flavored, easy-to-conceal products heavily marketed to youth on social media – nicotine patches have joined e-cigarettes on the shelf, but this newest entry from the tobacco industry is also cheaper than e-cigarettes. Nicotine pouches are cheap to make *and* cheaper than most tobacco products to buy. With this flavored, easy-to-conceal, and cheaper product, the tobacco industry has found yet another innovative way to trap a new generation of young people in addiction to its products.

But that's not all – flavored, easy to conceal, cheaper than most other tobacco industry products, and because of regulation loopholes in the state of Oregon, nicotine pouches are more easily available to youth than other products. Nicotine pouches do not require a license to sell, and sales are exempt from oversight. In 2024, 1.8% of US middle and high school students reported current use of nicotine pouches, *and* use is increasing rapidly. To help stem this increase, Senate Bill 1571 would close the regulation loopholes for nicotine pouches in Oregon by making them subject to the same regulation and oversight as other tobacco and nicotine products in the state.

**Thank you for putting the health of children FIRST in our state,**

Jenny Rudolph  
Portland Mom of Two Great Kids