



Feb 26, 2026

House Committee on Rules
Oregon State House
900 Court St. NE
Salem, Oregon 97301

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

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

My name is Jennifer Eisele and I am a Policy and Programs Manager at Beyond Toxics. I am writing in strong support of SB1571 and Protect Oregon's Kids to support common sense regulation of nicotine tobacco pouch sales in Oregon. Beyond Toxics is a statewide environmental justice and climate justice advocacy organization representing over 13,000 members throughout Oregon.

I urge you to protect children's health by supporting 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.

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.

According to the Food and Drug Administration, during the three-year period of April 1, 2022, to March 31, 2025, the number of nicotine pouch exposure cases reported to the U.S. Poison Centers steadily increased. Approximately 72% of reported nicotine pouch exposure cases occurred in children under 5 years of age. Ingestion was the reported route of exposure for almost all cases pertaining to nicotine pouch products (99%).

Nicotine pouches come in a variety of flavors including berry, mint and citrus, and are sold by all major tobacco companies. Total monthly nicotine pouch sales increased by 250.8% nationally between January 2023 and August 2025.¹

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 children's health and close the loophole that leaves nicotine pouches unregulated.

By voting yes on SB 1571-A, you can help protect Oregon kids from Big Tobacco and nicotine addiction.

Sincerely,

Jennifer Eisele

Jennifer Eisele, Communities and Ecosystems Program Manager
Beyond Toxics

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