



February 26, 2026

TO: Chair Bowman, Vice-Chairs Elmer and Pham, Members of the House
Communittee on Rules

FROM: Dr. Ethan Corcoran, President, Oregon Thoracic Society
Carrie Nyssen, Senior Director of Advocacy, American Lung Association

RE: Support for SB 1571A to Regulate ZYN and Other Nicotine Pouch Products as
Tobacco Products

The mission of the Oregon Thoracic Society is to further the education and promote the interest of the medical profession and allied health professionals concerning clinical, scientific, epidemiological, social aspects of respiratory, critical care, and sleep medicine. OTS promotes lung health for the state of Oregon and environs.

The American Lung Association is the leading organization working to save lives by improving lung health and preventing lung disease, through research, education, and advocacy. Our work in Oregon and across the nation focuses on four strategic imperatives: defeat lung cancer, create a tobacco-free future, champion clean air for all, and improve the quality of life for those with lung disease and their families.

The Oregon Thoracic Society and American Lung Association in Oregon stand in full support of Senate Bill 1571A, legislation that would regulate nicotine pouches as tobacco products under state law.

Nicotine pouches are a recent evolution of non-combustible tobacco products. These products are oral pouches and are placed between the lip and the gum. These pouches contain nicotine powder instead of tobacco leaves and come in a variety of flavors (mint, citrus, coffee, fruit) making them appeal to youth. Using these pouches is easy to conceal and use in places where tobacco products cannot be used, e.g. schools.

These products function as tobacco products in every meaningful way: they deliver an addictive drug, create and sustain nicotine dependence, and pose serious risks to youths' developing brains.

Nicotine exposure during adolescence can harm brain development, affecting attention, learning, mood, and impulse control. Early nicotine addiction also increases the likelihood of long-term tobacco use and dual use of multiple nicotine products.

Marketing messaging claims these products are 'intended for individuals aged 21+ to help them quit using tobacco products. These pouches are not an FDA-approved quit medication, and current research shows the largest increase in users is among young people.

The American Lung Association in Oregon and the Oregon Thoracic Society urge the Committee to support SB 1571A and ensure that ZYN and similar nicotine pouch products are regulated as tobacco products. This legislation will help prevent youth addiction, strengthen tobacco control efforts, and protect the health of communities across the state.

Thank you for your leadership and for considering our testimony. We stand ready to work with you to advance policies that protect lung health and save lives.