

Packaging Attractive to Minors

Did you know?

It's Oregon state law that all types of inhalant delivery systems (IDS), commonly referred to as e-cigarettes, must not be packaged in a manner that is attractive to minors (Oregon Revised Statute (ORS) 431A.175(2)(f)). See Oregon Administrative Rule OAR 333-015-0305 and OAR 333-015-0357 for definitions associated with IDS packaging requirements. On July 1, 2024, the Oregon Health Authority (OHA) Tobacco Retail License program started enforcing this law through compliance inspections.

What is considered IDS packaging attractive to minors?

Features of packaging that may reasonably appear to be attractive to minors include but are not limited to the following:

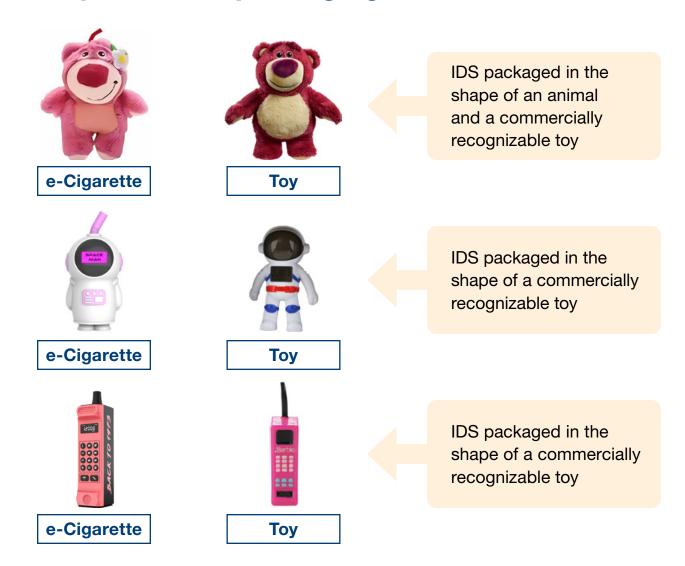
- The shape of any animal, commercially recognizable toy, sports equipment, commercially recognizable candy, or images of minors; or
- A commercially recognizable toy, sports equipment, or commercially recognizable candy attached to the package.

See OAR 333-015-0357.

What to expect during complicance inspections?

During an inspection, compliance specialists will look at all IDS to ensure that products sold comply with the IDS packaging attractive to minors rule (OAR 333-015-0357). Review OAR 333-015-0357 for specific packaging attractive to minors requirements.

Examples of IDS packaging attractive to minors



Connect with us

OHA wants all retailers to have the information they need to successfully follow the law. Look for future updates and announcements related to IDS packaging attractive to minors in your Tobacco Retail License Newsletter.

For questions about OHA compliance inspections and enforcement: tobacco.inspections@odhsoha.oregon.gov, 971-673-2283. For more information and access to resources for retailers: healthoregon.org/tobaccoretailsales.

You can get this document in other languages, large print, braille or a format you prefer free of charge. Contact the Tobacco Retail License program at tobacco.inspections@odhsoha.oregon.gov or 971-673-2283. (voice/text). We accept all relay calls.

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