

# 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 compliance 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



e-Cigarette



Toy

IDS packaged in the shape of an animal and a commercially recognizable toy



e-Cigarette



Toy

IDS packaged in the shape of a commercially recognizable toy



e-Cigarette



Toy

IDS packaged in the shape of a commercially recognizable toy

## 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](mailto:tobacco.inspections@odhsoha.oregon.gov), 971-673-2283. For more information and access to resources for retailers: [healthoregon.org/tobaccoretailsales](http://healthoregon.org/tobaccoretailsales).

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