

Trinkets & Trash

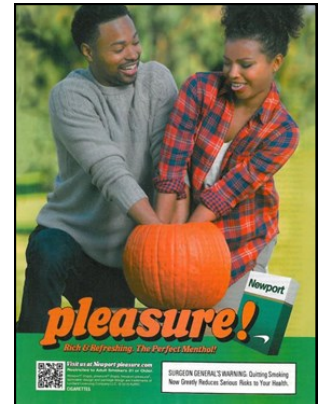
Artifacts of the Tobacco Epidemic

Surveillance Update - September 2015

Trinkets & Trash is a surveillance project and archive that monitors tobacco industry marketing in magazines, direct mail, e-mail, websites, and other channels. Visit us online at trinketsandtrash.org. If you have examples you'd like to share, e-mail us at trinketsandtrash@sph.rutgers.edu. To join our mailing list, click [here!](#)

Tobacco Updates

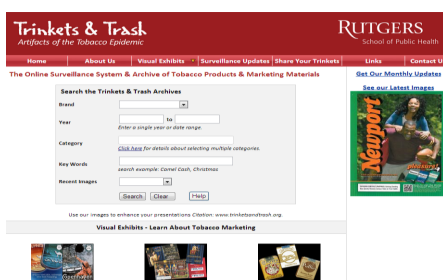
Happy Fall! Tobacco marketing materials this month said hello to fall fun, activities and new sales. *Newport's* new ad in *Essence* magazine shows a [couple carving](#) a pumpkin and *L & M's* September email suggests visiting a [pumpkin patch](#) or apple orchard and also includes an apple pie recipe. *NJOY's* email promotes a [fall sale](#) (everything online is 35% off). *Greensmoke's* emails say farewell to summer with some [poetry](#) and get "[back 2 business](#)" (think back to work and/or school) with its sale ad featuring an image of a desk, writing implements, a lap top, usb drive and coffee. *Virginia Slims'* email highlights [fall fashion](#), showing a woman in a suit and tie, with its "suit your fancy" ad. *Grizzly's* email reminds dippers that fall is [salt water fishing season](#) "from the coast of Maine to the outer banks of Carolina" and asks fishermen to share their ideas online in its "Grizzly Outdoor Corps Field Notes."



With every good deed comes a potential PR opportunity. *Natural American Spirit* sent an email with a [beautiful landscape](#) image informing customers that it "donated a total of \$365,000 to five organizations that protect our environment", as voted on by Natural American Spirit smokers. *Marlboro's* Team Up for Your State promotion has "awarded \$125,000 to support 250 of the most inspiring and creative ideas about how to protect the land." One woman's idea on how to [save the bees](#) was highlighted in an email sent to recipients with a link to an online video. In the video, the Arkansas woman describes how she came up with her idea to help the environment and shows the hive and beekeeper equipment that she bought with the prize money.

FDA orders RJ Reynolds to stop selling 4 cigarette brands. The FDA ordered RJ Reynolds to [stop the distribution and sale](#) of 4 cigarette products (*Camel Crush Bold*, *Pall Mall Deep Set Recessed Filter Menthol*, *Pall Mall Deep Set Recessed Filter and Vantage*) after indicating that they have different characteristics and are "not substantially equivalent" (NSE) to their respective "predicate" products. According to the FDA, RJ Reynolds "failed to show that the new products do not raise different questions of public health when compared to them." [RJ Reynolds rejects the NSE claim](#), denies any increased health risk for people using these products and reports that the products in question represent "less than 0.4 share of [its] market."

The latest in the mobile movement. *Marlboro's* email announced a [new free app](#), MHQ, that makes it easier for smokers to access coupons with their smart phones. Weekly coupons are delivered "right to your phone" so there's "no more waiting for paper coupons." The app is currently available to users at the iTunes app store (sorry droid users). *Camel's* email promoting its "[In Focus](#)" contest encourages mobile phone photographers to "share [their] unique view of the world" by photographing and submitting pictures via its website to be entered to win "photography prize bundles and a grand prize photo excursion." The "In Focus" project is also promoting new pack designs for each cigarette variety "showcasing some of the best new mobile photographers' style." Camel smokers can view all of the new pack designs on its website. [If you see any of the new "designer packs" in your area, please let us know!](#) *Swisher Sweets'* "[warning Wednesday](#)" Instagram post has a young woman dancing while wearing a white tube top with the text, "Surgeon General Warning: Cigar Smoking Can Cause Lung Cancer and Heart Disease."



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