

# Trinkets & Trash

Artifacts of the Tobacco Epidemic

## Surveillance Update - April 2019

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](http://trinketsandtrash.org). If you have examples you'd like to share, e-mail us at [trinketsandtrash@sph.rutgers.edu](mailto:trinketsandtrash@sph.rutgers.edu). To join our mailing list, click [here!](#)

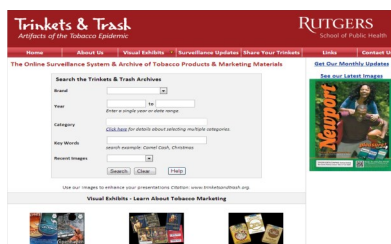
## Tobacco Updates

**FDA authorizes sale of IQOS in the US.** The device, manufactured by Philip Morris International, heats tobacco, rather than burning it. PMI hopes to market IQOS as being less harmful than cigarettes, however, the FDA has not yet made a decision on its marketing application. First introduced in Japan and Milan in 2014, IQOS is now available in 40 markets worldwide. Virginia-based Altria will sell the IQOS device along with the tobacco "Heatsticks" that are inserted inside. Heatsticks will be sold in Marlboro, Marlboro Smooth Menthol and Marlboro Fresh Menthol varieties in the US market. Trinkets and Trash has limited examples of IQOS [international marketing](#) and will actively monitor the American marketing of this product.

**There's a day for that?** Tobacco brands promoted products on social media commemorating the following National: beer, pet, record store and high five days. Cheyenne cigars posted an image of a pack of menthol little cigars resting on a patio table beside a [glass of beer](#) with the hashtags #nationalbeerday and #mentholicigars. General Snus's Facebook page featured a video of a vinyl record spinning alongside a can of snus with the caption "Happy Record Store Day! A great album is the blend of craft and passion (two things we are very familiar with)". Stoker's smokeless tobacco incorporated images of [beer](#), a [dog](#) and a [high five](#) with cans of moist snuff on the brand's Instagram page.

**Speaking of beer...** Copenhagen moist snuff sent a member of the Trinkets staff a [Jacob Bromwell](#)® beer stein as a prize for entering the Whole Hog [sweepstakes](#) on the brand's website. The sweepstakes promoted the brand's 200 year heritage of aging its tobacco in hogshead barrels. Users could enter daily on the brand's website to win a variety of hand-crafted prizes.

**Cigar brands promote fruit flavored cigars for the summer.** White Owl promoted its Summer Sampler on its brand website. The "unbeatable trio of fruits of summer" features individually wrapped: Blue Raspberry, White Peach, and White Grape slow burn cigarillos. Swisher Sweets also promoted its new [fruit flavored](#) Purple Swish cigars on its brand website and Instagram page.



## Keep in Touch with Trinkets and Trash!

Tell us about any tobacco marketing we've missed

Contact us at [trinketsandtrash@sph.rutgers.edu](mailto:trinketsandtrash@sph.rutgers.edu) and stay in touch!

We're also on Twitter! Follow us at: [@trinketsantrash](https://twitter.com/trinketsantrash)