

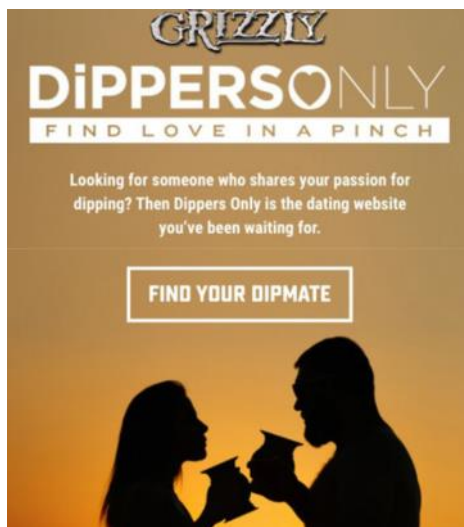
# Trinkets & Trash

Artifacts of the Tobacco Epidemic

## Surveillance Update - April 2020

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



**April Foolin':** Several brands attempted some humor this April 1st. *Grizzly* sent out an email promoting their [Single Dippers](#) dating website – for singles to meet other singles who dip, naturally! *ZYN*, the tobacco-free nicotine pouch brand, invented a new flavor called “Deviled Egg” for a [Facebook](#) post. Less adventurous, *Stoker's* posted on [Instagram](#) about a “Mystery Flavor” can limited to their already established flavor lineup for a surprise experience..

shown below is “Deserts”). As usual, visitors to the brand website could [request cigarette butt pouches](#) to gather cigarette butts and send them in for recycling. An email described the brand's [plans](#) to also reduce litter with donated waste bins and sponsor cleanup of waterways.

**Quarantine with your favorite brands:** Brands out there would like to thank customers for “doing [their] part to keep society safe,” like *Swisher* says on their “Social Distancing” sweepstakes post on [Instagram](#), where viewers were urged to comment for the chance to win laptops and TVs. Customers on the mailing list were also reminded to enter via [email](#). They also made relaxing at home easy with flavored product [suggestions](#) for different at-home experiences, from movies to drinks to pair with favorite cigars. In contrast, *Stoker's* suggested on [Instagram](#) that the easiest way to distance yourself from everyone was at high speeds on a single-seater motorcycle, for a taste of that American independence.



## 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 active on Twitter! Follow us at: [@trinketsantrash](https://twitter.com/trinketsantrash)