

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - August 2021

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

Farm Fresh: *Natural American Spirit* revealed new designs for their organic packs on the brand website, and advertised the change in an email. The organic label is now more prominent and the imagery of a plant evokes a more nature-y feel. The packs no longer have the phrase "Tobacco & Water" on the front but do indicate the source of tobacco as "U.S. grown."

Rogue nicotine pouches has two new flavors they've been heavily marketing over [email](#), apple and cinnamon, which they describe as "the perfect pair."

Pride in tradition: *Lucky Strike* continues to

push its 150 years of brand tradition in a [magazine ad](#) declaring, "Tale as Bold as Time." The accompanying URL still doesn't seem to access a viable website. *Grizzly's* tradition, however, is "Not Boring You With Our Tradition" in a [20th](#)

[Anniversary ad](#). *Copenhagen* saluted the American Troops, with charity donations and limited-edition lids advertised in another [magazine ad](#). Finally, Red Seal invited us to celebrate "hometown pride" with a special metal lid they sent us via [direct mail](#).

Marlboro fostered both blue-collar and environmental pride in an [email](#) about a new Marlboro Stories feature that centers on a logging family. In both quotes from the loggers and factual tidbits, the focus is on the proliferation of trees in America and re-planting as part of the work.



Keep in Touch with Trinkets and Trash!

Tell us about any tobacco marketing we've missed

Contact us at trinketsandtrash@sph.rutgers.edu and stay in touch!

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