

Trinkets & Trash

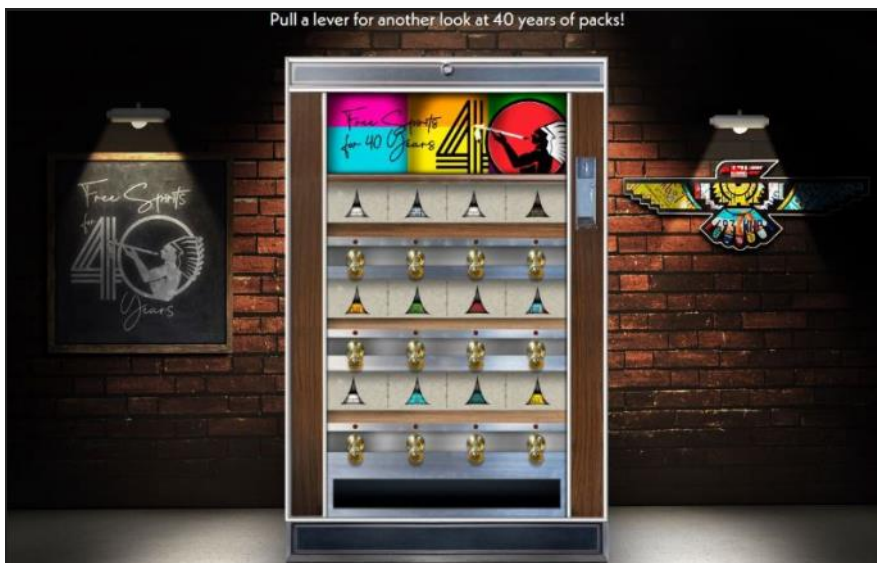
Artifacts of the Tobacco Epidemic

Surveillance Update - August 2022

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

Natural American Spirit has a new interactive—and educational—feature on their website. The brand sent an email with an invitation to check out their new vending machine, a page that mimics vintage cigarette vending machines, with historical **Natural American Spirit** pack designs and information about each. The packs include newer designs from their Earth Day themes as well as landmark packs like their first menthol pack.



Winston had a new [magazine ad](#) with the slogan, “Nothin’ but tobacco and water,” seen in the most recent issue of *Men’s Journal*. The ad mirrors some **Natural American Spirit** imagery, like a farmer inspecting tobacco leaves in a field.

Black & Mild sent an [email](#) promoting their newest blend—Royale. The cigar comes with a maroon label, and while the product is described as “new,” a Royale blend was sold in the past, with a blue label. Some other cigar offerings have been promoted recently as limited editions, like **Swisher Sweets** Sticky Sweets, and Black Sapphire from **Game**, which is described as having their darkest tobacco leaves ever.



Keep in Touch with Trinkets and Trash!

Tell us about any tobacco marketing we’ve missed

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