

# Trinkets & Trash

Artifacts of the Tobacco Epidemic

## Surveillance Update - August 2014

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

**NJOY launches new flavors, products.** This month NJOY spruced up its rechargeable cigalike products with new flavor options (vanilla bean and pomegranate) and introduced a new line of larger "high vapor" systems (see image, below), which some analysts say are projected to be the "future of vaping." The line is complemented with refillable e-liquids sold in a variety of flavors, including blood orange, single malt scotch and butter crunch. An NJOY [email](#) sent in August promoting the new products and an updated [website](#) provided a 10% discount code to use towards the first purchase and linked never and novice users to vaping tutorial and product preview videos. Meanwhile a new ad from Blu featured actor Stephen Dorff and promoted a new flavored product of its own ("It's Here") —a disposable style in [cherry crush](#). Ads for Altria's new product [MarkTen](#) continued in August issues of magazines including Car & Driver, Glamour, Marie Claire, Sports Illustrated and Vanity Fair. Notably, the ads use the term "e-vapor" rather than "e-cigarette".



**Sweepstakes, Contests and Gifts – Oh My!** Marlboro aimed to keep the end of the summer spicy with the [Southwest Sizzle Challenge](#), which invites smokers to submit their best sauce recipes and "the story behind it" ("From salsa to barbeque sauce, as long as it's Southwest inspired, it's game"). Marlboro will "bottle" winning sauces. For those looking for a new set of wheels to get around in, Newport's ["Wheel of Pleasure"](#) sweepstakes invited users to enter daily for a Ford Mustang while Copenhagen's sweeps lured dippers with a shot for a [customized motorcycle](#) and Grizzly's ongoing [Days of Roar sweepstakes](#) continued to advertise big adventure toys such as ATVs, speed boats, and campers. In contrast to gas guzzling prizes, The Santa Fe Natural Tobacco Company (maker of American Spirit) sent smokers a free metal tube cigarette "butt" holder to add to their ever-growing collection of tools to protect the environment. According to the mailing, "small steps can make a big difference. Like this [litter keeper...](#)"

**New Tips from former Smokers.** The CDC launched a new series of ads from its [Tips from Former Smokers Campaign](#), which features stories and graphic images of real people affected by the consequences of smoking. The campaign includes people from minority groups and [special populations](#), such as [Annette](#), a 57 year old African American woman who had her lung removed because of cancer, and [Brian](#), a 45 year old gay man whose smoking combined with HIV caused him to have a stroke (see image, right).

**In case you missed it.** Information and images found on [Trinketsandtrash.org](http://Trinketsandtrash.org) are now linked and accessible from the Legacy Tobacco Documents Library (LTDL) at the University of California, San Francisco. LTDL is a highly regarded and utilized repository of thousands of previously secret tobacco industry documents. Visitors to LTDL can now find both documents and T&T images related to their searches. Check it out [here](#).



*Keep in touch with Trinkets & 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)