

Trinkets & Trash

Artifacts of the Tobacco Epidemic

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

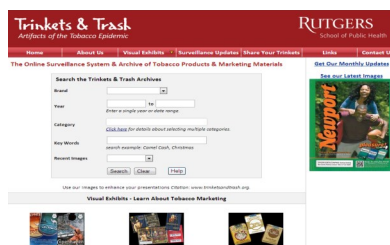
Tobacco Updates

Phillip Morris International introduces tobacco heating system IQOS to the US market with magazine ad and website. Already available in markets worldwide, IQOS is starting to be marketed now in the United States. Although it is only currently available to purchase in Atlanta, a [national magazine ad](#) ran in this month's issue of *Vogue* magazine. The ad encourages consumers to "Meet IQOS" and promotes the product as "Real tobacco—No ash—Less odor". The age-verified website also aims to introduce consumers to the new technology utilized to use tobacco. The website offers users a video tutorials on how to use the USB-powered "sleek pen-like object" used to heat Marlboro *Heatsticks*. It also claims "IQOS technology may be sophisticated, but using IQOS is rather straight forward." Interestingly, both videos feature women using the new product — one waking up preparing morning coffee and another after enjoying lunch at a restaurant with friends.



Swedish Match announces nationwide availability of ZYN tobacco-free nicotine pouches via email and retail promotions. Until this summer, ZYN has only been available in select US markets. The brand recently [emailed](#) users to "introduce" them to ZYN. The email provides links to the brand's website where users can utilize a store locator to "Find (their) ZYN". The email markets ZYN as a "tobacco-free, smoke-free and spit-free" pouch that comes in six flavors and two nicotine strengths. The email also asks users to follow the brand on its Facebook page. To market ZYN in the retail environment, *Swedish Match* distributed pamphlets to retailers describing the product and how to use it. The [pamphlet](#) asks consumers to "Discover a fresh, new way to experience nicotine satisfaction."

Tobacco. Water. Sun. 7-Eleven started marketing [Teton cigarettes](#) as part of its private brand portfolio this summer. Manufactured by the Wilson, North Carolina-based *Wind River Tobacco Company*, *Teton* cigarettes are packaged and marketed similar to [Natural American Spirit](#) and [Nat's](#) cigarettes. *Teton*, however elaborates on the phrase of "tobacco and water" and adds the word "sun".



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