

# Trinkets & Trash

Artifacts of the Tobacco Epidemic

## Surveillance Update - December 2021

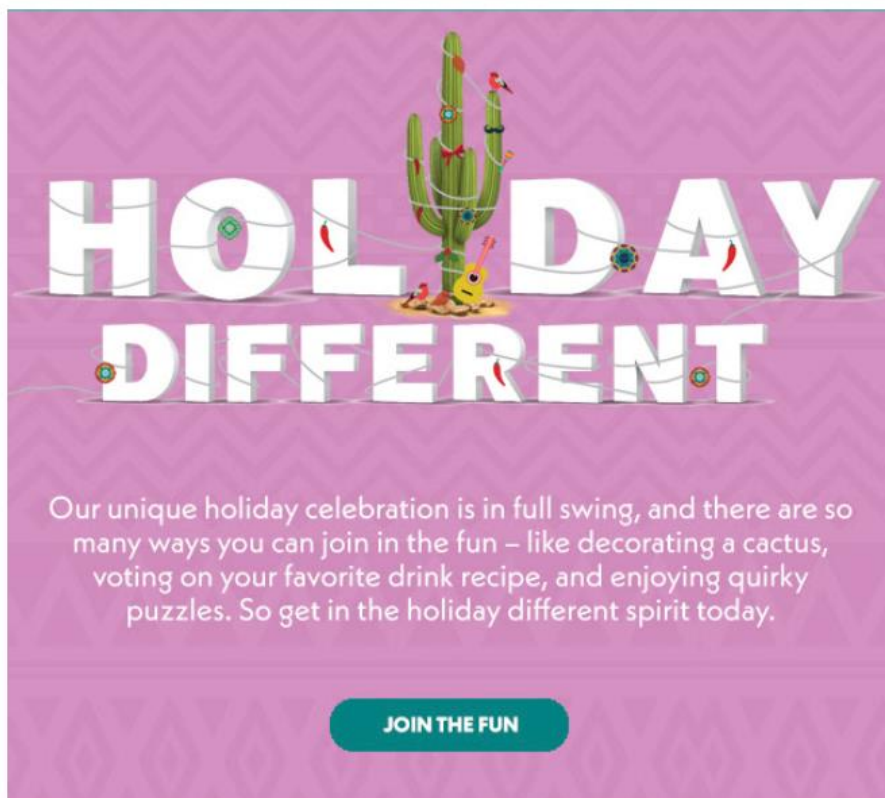
Trinkets & Trash is a surveillance project and archive that monitors tobacco industry marketing in magazines, direct mail, e-mail, websites, and other channels. Visit us online at [trinketsandtrash.org](http://trinketsandtrash.org). If you have examples you'd like to share, e-mail us at [trinketsandtrash@sph.rutgers.edu](mailto:trinketsandtrash@sph.rutgers.edu). To join our mailing list, click [here!](#)

## Tobacco Updates

### Getting festive with *American Spirit*:

*Natural American Spirit* was in full holiday mode this month, sending a [post-card](#) and an [email](#) our way to invite us to “a Southwestern-style celebration” on their website. Interactive features include a virtual cactus-decorating game, “quirky holiday polls” to vote in, and virtual slide puzzles. *American Spirit* also got in an early announcement [email](#) celebrating the New Year—as well as a promotion for their 40th anniversary event planned for 2022.

**Taking action with ZYN:** *Zyn* sent out an [email](#) warning customers that a tax increase is being planned for tobacco-leaf free nicotine products. The brand incentivizes customers to send a comment to senators opposing this, in order to receive ZYN rewards points.



## ZYN TOBACCO-FREE NICOTINE POUCHES

The Senate is currently considering a federal tax increase for tobacco-leaf free nicotine products as part of their effort to finance the \$1.75 trillion Build Back Better bill. The bill would [nearly double](#) the price of nicotine pouches, making them as costly or more than cigarettes! [ZYN consumers like you will bear the brunt of this tax.](#)



## 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)