

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - December 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



Carry on!
THE SMALLEST NICOTINE POUCHES
*Compared to leading tobacco-derived nicotine pouches.

Stay satisfied while hunting down the perfect gift.

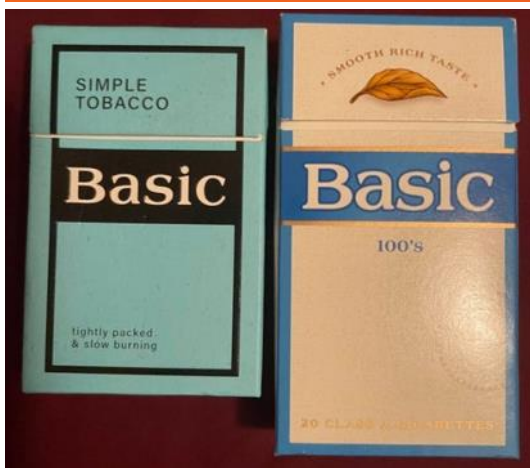
ONE-TIME USE ONLY!
Get all cans for \$1 EACH
+ tax & free shipping with minimum purchase of 10 cans

Now 'til the End of the Year

A new (tobacco-free) leaf: An [email](#) from *on!* reminded us to “carry on! (the smallest nicotine pouches)” while “hunting down the perfect gift” this holiday season. The brand offered extreme discounts through their online store of 1\$ per can.

An old leaf: A new *Winston* [ad](#) in a recent issue of *Us Weekly* continues using “tobacco and water” language to describe cigarette ingredients, with the addition of the term “simple”, in their process “to make smooth smokes.” As a reminder, the new *Winston* packs still feature the descriptor “Naturally Smooth” on the front, to further reinforce the connection between “natural” and “simple” claims.

An older leaf?: *Game* has recently promoted an upcoming limited edition cigar on their website. The new cigar is “Dark Rum” flavored and marketed as part of their “Reserve” line. It promises quality, aged tobacco leaves. For something old renewed, new pack designs for *Basic* cigarettes have been spotted in the US as of 3 months ago ([Reddit](#)), although the location is unknown. The new packs have a very minimalist design, come in 4 colors to represent different styles (light blue, orange, yellow, green), and include wording that we've seen on another budget brand this year (*L&M*): “simple tobacco.” It is unknown whether this is a pilot marketing event and when/if the new packs will be available nationwide.



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)