

# Trinkets & Trash

Artifacts of the Tobacco Epidemic

## Surveillance Update - February 2023

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



(CA imagery above, original below)

**Catering to California:** On the heels of a flavor ban in California, *Camel* promoted some “California-friendly” products to consumers in the state. An [ad](#) that ran in Los Angeles magazine covered the cigarette market, with non-menthol blend offerings in the form of Crisp and Crush Oasis non-menthol capsules. The capsule experience is described as “tropical.” On the *Camel Snus* website, when accessed from California, imagery of Frost, Winterchill, and Mint products are replaced in product lineups with styles called “Max” and “Smooth” (see left). Previously non-mint associated styles remained the same.

## America's #1 SNUS, now in a new tin.



**Uncompromising  
Pouch Satisfaction**

**Engaging the customers:** To encourage visitors to spend more time on the brand website, *Newport* has resumed their [PayDay game](#), a daily chance to win money. *Grizzly* has also been promoting their Instagram via [email](#), promising more giveaways and upcoming big news.



## 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)