

Trinkets & Trash

Artifacts of the Tobacco Epidemic

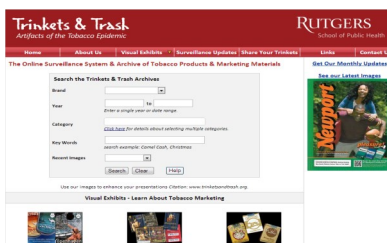
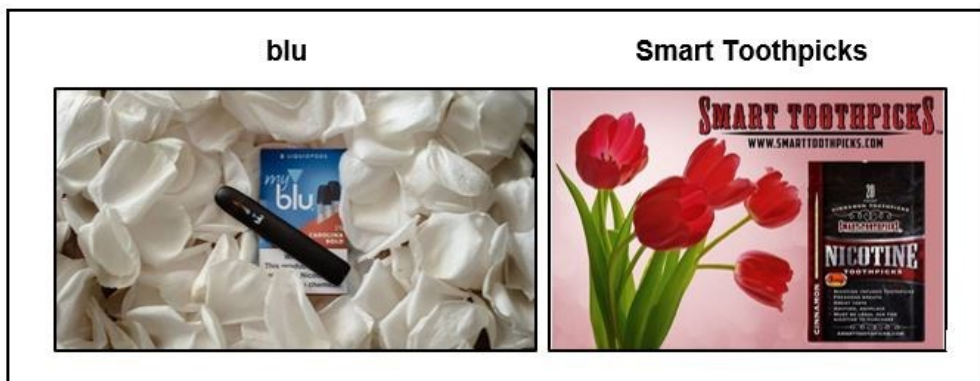
Surveillance Update - February 2019

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

Cigar brands share the love on social media. Romantic imagery was a common theme of Valentine's Day social media posts from cigar brands. An [Instagram](#) post from *Cheyenne* asked followers who were "not into v-day (to) make it a ME day (and) kick back and enjoy the moment!" The post included hashtags promoting its red and pink packaging for its #wildcherrycigars and #strawberrycigar flavored cigars. *Djarum* cigars took to [Twitter](#) to wish followers a "Happy Valentine's Day to all you lovers out there" and included the hashtag #TakeTheJourney. *Swisher Sweets* used the holiday to promote its Sweet Cream flavored cigars on its [Instagram](#) page. The brand asked users to comment below "if bae got you roses for Valentine's Day but all you wanted was Sweet Cream." *Zig-Zag* promoted a chance for its [Instagram](#) followers to win their "very own VALENTIN, perfect for keeping you Zig-Zags close to your heart."

You don't need combustion to provide a Valentine's Day spark. *Stoker's* smokeless tobacco posted a jovial cupid armed with a bow and dip-spiked arrow on its [Instagram](#) page. *General Snus'* [Facebook](#) page had an image of two companions traveling a snowy, misty trail and urged followers to "try a new twist this Valentine's Day and trek through your favorite park." *Blu* e-cigarettes hi-lighted its myblu vape device nestled in a bed of white rose petals on its [Facebook](#) page. The brand asked followers to tag their Valentine and added "yes, it's okay if you tag us!" Finally, *Smart Toothpicks* nicotine toothpick brand appealed to heart healthy patrons this Valentine's day. On the brand's [Facebook](#) page, *Smart Toothpicks* urged users to "Help your Valentine's Heart with No Smoke-No Vape."



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)