

# Trinkets & Trash

Artifacts of the Tobacco Epidemic

## Surveillance Update - January 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](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



**Turning over a new leaf:** *Vuse* posted an [Instagram](#) video highlighting its efforts to become a more sustainable brand, claiming that it is "the first-ever carbon neutral vapor brand." The video featured several natural landscapes and named environmentally-friendly activities, including planting trees and reducing plastic use and carbon emissions. Environmentalism isn't quite as new a concept for *American Spirit* – the brand sent an [email](#) with a link to a new feature on the website introducing the people behind the brand's organic tobacco manufacturing process, from farmers to crafts-people. Related, there is also a "choose your own adventure" story visitors can click through that details the tasks related to these manufacturing jobs.

Also in flavored cigars, *Dutch Masters* advertised its new, limited-edition "Gold Fusion" flavor in a business-to-business [magazine](#).

22nd Century Group [announced](#) that production of the first cartons of VLN King and VLN Menthol King has begun. This brand of reduced nicotine content cigarettes received the first and only MRTP designation for a combustible cigarette from FDA, which allows the brand to use phrases such as "Helps you smoke less" in its marketing—seen in [business-to-business](#) magazines recently. The products are being piloted in March 2022 in a "major metropolitan market," the location of which has not been publicly revealed.



## 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)