

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - June 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

Cigar flavor standards: Cigar brands rallied their customers via email and Instagram stories posts to warn people about the FDA proposed product standard banning characterizing flavors in cigars. A *Black & Mild* [email](#) shared concerns about losing freedom of choice while including a link to send a comment to the FDA via the brand's platform. Temporary Instagram stories, which disappear after 24 hours, were featured on [Swisher](#), [Backwoods](#), and [Optimo](#) pages, providing links to various websites to submit comments to the FDA.

Naturally refreshing: Winston had a new magazine [advertisement](#) featuring their menthol pack



that plays off *American Spirit* themes quite obviously—the ad has a large barn and a field, similar to [this American Spirit](#) ad, with the addition of a large American flag to focus on the brand's heritage. The word “naturally” is used both in the ad and on the pack designs, along with the “100% plant-based menthol” tagline.

New announcements: Grizzly announced their upcoming snus products on their [website](#) and [Instagram](#), displaying flavors of “Arctic Blue,” “Wintergreen,” and “Natural,” with the tagline, “Step aside dainty Euro-brands.” The brand website has a store locator to find this limited release product; the closest “select stores” to New Jersey are ones from the Sheetz chain in Pennsylvania. Logic advertised in a business-to-business [magazine](#) as well as via [email](#) the good news—that the FDA has issued marketing orders for their Pro and Power e-cigarette devices, as well as their associated “tobacco”-flavored cartridges.



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)