

# Trinkets & Trash

Artifacts of the Tobacco Epidemic

## Surveillance Update - June 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

**Returns to magazine advertising:** *Cougar* smokeless tobacco has begun advertising in [magazines again](#). The ads have a familiar blue-collar worker theme seen in other smokeless ads and snarky messages similar to those seen in *Grizzly* ads—a brand owned by the same parent company, American Snuff Co. *KOOL* also saw a return to magazine ads, with an ad themed around their [menthol cigarettes](#) and nightlife. *Winston* advertised the Adventure Truck sweepstakes in a [magazine ad](#) that also included new pack designs, promoting the chance to win a custom-built truck.

**Spotted at a New Jersey QuickChek:** A point of sale advertisement for *Pinnacle* cigarettes, manufactured by 22nd Century Group—the same company that produces the low-nicotine brand VLN. The *Pinnacle* brand is not a low-nicotine product.

**“Unflavored” developments:** *Backwoods* cigarillos now promote a “California Range” of products on their brand website, with more generic and less descriptive blends to avoid crossing California’s flavored tobacco ban.



## CALIFORNIA RANGE



**Keep in Touch with Trinkets and Trash!**

Tell us about any tobacco marketing we've missed  
Contact us at [trinketsandtrash@ints.rutgers.edu](mailto:trinketsandtrash@ints.rutgers.edu) and stay in touch!  
We're also active on Twitter! Follow us at: [@trinketsantrash](https://twitter.com/trinketsantrash)