

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - March 2021

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

Earth Day approaches: *American Spirit* leads the charge towards Earth Day as usual, with an [email](#) inviting fans to check out a documentary series on the brand website about their community efforts. In the videos, *American Spirit* and various non-profits work on projects that involve farming or local growth. As a bonus for the season, the brand has released limited edition pack designs of natural themes. One theme, Save the Bees, was even seen in a [magazine ad](#) this month. With a related [email](#), ZYN reminded their fans to upcycle empty ZYN cans during spring cleaning, by using them to hold miscellaneous objects.

Policy at work: *Logic* e-cigarettes has been prepping its followers for a shutdown of the online store this month. Citing "recent regulations" in an [email](#) to customers, the brand apologized for ending online sales and promoted a revamped store locator on its website, with a promise to continue supplying quality vaping experiences. *Vuse* also sent an [email](#) this month regarding deliveries to our area (New Jersey) that references the PACT (Prevent All Cigarette Trafficking) Act, which was [recently amended](#) to prohibit the shipment of e-cigarette liquids and devices by the United States Postal Service. However, *Vuse* claims they will no longer be shipping menthol flavor pods only, and cease offering subscription discounts and other pricing promotions.



Considering that both UPS and FedEx have voluntarily announced that they will cease all delivery of vaping products, it is unknown yet how *Vuse* and other online sellers will continue to supply demand.



Entrepreneurs highlighted: Two magazine ads caught our eye this month that had a similar entrepreneurial theme. *Lucky Strike* cigarettes had an ad celebrating the [Luckies American Originals](#), a group of entrepreneurs with "grit, determination, and guts to make it happen." These small business owners are featured in online videos on the brand website. *Velo* nicotine pouches also celebrated "grit and spirit" with [The Velo Hustle project](#), which connects entrepreneurs to mentors and money in order to reach their dreams. The ad also encouraged viewers to visit the brand website and learn more about the projects.



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Tell us about any tobacco marketing we've missed

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