

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - March 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. 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

New packaging: *Natural American Spirit* Earth Day specialty packs were promoted in a [magazine ad](#) seen in *Rolling Stone*. This year's packs follow the theme of "leaf to reef." *Grizzly* also announced a new permanent can design with a roaring grizzly in a [magazine ad](#).

New products: *Swisher* introduced a new flavor, "mango lemonade," on their Instagram account. It's similar in concept to a past flavor called "Summer Twist," which is described as "lemon mango" on the package. There are some color differences between the new and old packs, seen below, with the new pack on the left.



The *Backwoods* Instagram account also promoted their new vanilla flavor, garnering a high number of responses from users.

New marketing opportunities: The FDA has [authorized](#) *Copenhagen* Classic Snuff as a Modified Risk Tobacco Product, so we may be seeing some changes in marketing language soon. Additionally, a recent [email](#) from *Skoal* contained an ad for *on!* nicotine pouches, the first instance of smokeless co-promotion of *on!* that we've seen.



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: [@trinketsandtrash](https://twitter.com/trinketsandtrash)