

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - March 2015

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

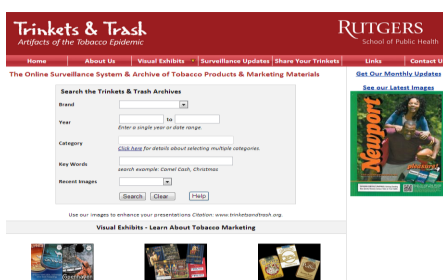
E-cigarette Flavor Explosion! Last month's update brought us new flavors from MarkTen and Vuse, and this month it's NJOY's turn. NJOY's "[Vape Mixology Recipe Book](#)", promoted at the point of sale, provided "recipes" on how to mix two or more flavors to create custom flavors like blue pomegranate cooler, summer punch, peach and orange sweet tea, blood orange gelato and peaches & cream. In 2009, NJOY discontinued flavors, saying they wanted to [dissuade underage people](#) from using their product. But after [sales fell off](#) drastically, they introduced 10 new flavors in 2014 along with the recipe book which describes an additional 15 custom flavor combination possibilities. NJOY has partnered with five of the "best flavor artists on the planet to deliver five extraordinary taste experiences" in its [Artist's Collection](#). These designer flavors include Para Mour, He-don's Bite, Dragon Scape, Sacre Coeur and Samba Sun. NJOY's website has detailed descriptions of the flavors and artists along with films inspired by the flavors. In other flavored ecig news, Blu announced a "[Menthol Blowout](#)" promotion where users could redeem points and get [12 free e-cigarettes](#), a \$119 value. In keeping with March's green themed events like St. Patrick's day and the arrival of spring, Blu's website announced that "[Spring is a time for growth and renewal](#)" and that its flavor list has grown by two—pina colada and peach schnapps (along with the hint of more to come).



California stands up to e-cigarettes. While some companies are pumping up their flavors and advertising, California is launching a campaign about the dangers of e-cigarettes. The "[Wake Up](#)" campaign will reach the public through a series of digital, television and outdoor ads. Public health officials are concerned that e-cigarette use will "[erode the progress](#)" made by California in reducing smoking rates among adults and adolescents.

Smokeless News. An email from the [Grizzly Outdoor Corps](#) shared the news that Grizzly donated \$250,000 to wildlife conservation "on behalf of great, outdoor-loving members like you." The email features the two top projects and invites the recipient to the brand website to read the Field Notes with the tagline, "The corps heard your roar." [General Snus's](#) email sent coupons for winter-green snus encouraging dippers to "try their green." Text messages and email from Skoal are telling users to visit their website and enter a contest for a chance to win [camping gear](#).

Other Tobacco News. Camel has introduced "[Camel White](#)" in select markets, cigarettes which have an inset filter similar to Parliament and are being offered in Mellow Taste and Menthol. *If you see any Camel White please send us your pictures!* Marlboro sent an email encouraging recipients to go meet the [Marlboro Bar Team](#) at a local bar. Recipients [check in on their cell phone](#) via Marlboro.com while at the bar and receive a screen shot to present to the Marlboro Team Member for a special gift (i.e., a \$5 cash gift card and two buy one get one free coupons for Marlboro). In the [Marlboro Ranch Unlimited](#) contest, Marlboro texts participants a daily "secret word" which recipients then use by text to enter the sweepstakes to win a trip to the Marlboro Ranch in Montana. [Black & Mild](#) sent cigar smokers a direct mailing and email introducing their new "Casino" cigar as "a special cigar for a special night". The mailings informed the recipient of the new Rich Days & Smooth Nights sweepstakes. Users can play daily for their chance to win thousands of prizes instantly.



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