

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - April/May 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!](#)

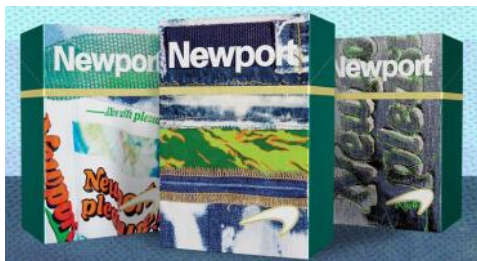
Tobacco Updates

Menthol madness: Despite the FDA's recent announcement regarding their intention to issue a product standard banning menthol, several brands have been promoting new menthol capsule cigarettes, similar in function to *Camel's Crush*. The consumer can squeeze the filter to release menthol flavor in non-menthol cigarettes or an extra menthol burst in already mentholated cigarettes. *Newport* has released a product called *Boost*, while *Lucky Strike* has a product called *Activate*.



Both brands have advertised primarily on their websites for now, but shelves for *Boost* have already been spotted here in New Jersey stores. *Newport* is even running a Boost Your Menthol sweepstakes, where visitors to the website can click for a chance to win. However, *Newport* also wants to remind customers they have a non-menthol product, as seen in a recent [magazine ad](#), perhaps in preparation for a menthol cigarette ban.

New in nicotine pouches: *Zyn* celebrated the nationwide launch of their new flavors *Chill* and *Menthol* by [email](#) and



on social media this month. Interestingly, the *Chill* flavor is labeled on their website as “flavor-ban approved” and described in an email as “unflavored,” despite the icy cool mint feeling that the name implies. Also, we’ve spotted a new product called *FRÉ* (seen on frepouch.com) that offers pouches in 9mg and 12mg nicotine options and flavors from wintergreen to mocha. Additionally, there’s been some interesting cross promotion of *Velo* pouches on [emails](#) from *Camel*.



Art appreciation: Limited pack releases aren’t just for *Camel* anymore — *Newport* has released several limited art packs as a collaboration with street-wear designers, with more to come in the future. The packs feature elements of cloth texture and embroidery embellishments, with a hip urban flavor. *Camel* is still promoting local artists, however, with their next round of artAffect grant applications highlighted in an [email](#). Past gallery builds are still available to explore on their website, with the brand’s emphasis on the communities that are uplifted by this art.



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Tell us about any tobacco marketing we’ve missed

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