

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - May 2022

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

Ways to win: Several brands kicked off big ticket sweepstakes this month. *Lucky Strike* promoted the \$pend Original Sweepstakes in [magazine ads](#), with \$100k in prizes. *Natural American Spirit* launched the Free Spirits Flyaway Contest to celebrate the brand's 40th anniversary. As seen in [magazine ads](#) and [emails](#), entrants have the chance to win a trip to Santa Fe, New Mexico, the original home of the brand. The process to enter is fairly complicated and requires a video essay, a written portion, and a quiz to test your *Natural American Spirit* knowledge.



Menthol ban response: With FDA's announcement of a proposed product standard to prohibit menthol in cigarettes, brands reached out to consumers via email to encourage public comments on the topic. Using the slogan, "Save Your Menthol," [Natural American Spirit](#) and [Newport](#) provided links to take action on the Own It Voice It smoker's right website run by Reynolds American, Inc. Even a smokeless brand, *Grizzly*, sent an [email](#) hinting about the repercussions on smokeless flavors if menthol is successfully banned. A *Marlboro* [email](#) was most explicit, warning about underground markets and the danger of increased crimes, and reduced profits for small businesses. The *Marlboro* email links to TobaccoRights.com for consumers to add their comments.



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Tell us about any tobacco marketing we've missed

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