

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - November 2020

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

Keeping cool with change: The infamous “No Bull” brand *Winston* has come out with its first menthol cigarette, as seen advertised in [magazines](#). They've kept their product fresh and different from competitors by ensuring that these cigarettes are made with “100% plant-based menthol.” The nicotine pouch product *Dryft* announced to consumers via [email](#) that they have now been rebranded and can be found as *Velo* MAX products, owned by RJR. *Swisher* sent out an [email](#) with heartfelt thanks to fans for understanding that COVID has slowed down production for certain blends – but not to worry, they're still on that hustle to bring stock levels back to normal.



A salute to the troops: The recent Veteran's Day netted us several emails reminding us to thank veterans for their service, from [Cheyenne](#) cigars and *Copenhagen*. However, *Copenhagen* was also [soliciting votes](#) for special cans that will come out next summer with the themes “American Courage” and “American Grit,” celebrating soldiers, the eagle, and the flag. Fans could go vote on the brand website for their favorite.



Rewarding: *Marlboro* opened up a new redemption option for their Rewards Points program – altruism! The brand [offered](#) to triple point donations to the National Urban League, an organization that supports entrepreneurship and job training in Black communities. It also wouldn't be fall without camo: *Grizzly* released their new camo can designs and launched the Camo Life Giveaway, advertising in [magazines](#) and via [email](#). They encouraged everyone to “live your best camo life,” with the reasoning that “Ladies love it. Deer can't see it.” The prizes could be considered a bonus, too.



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!

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