

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - November 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

More and more brands—and product types—are moving forward with marketing language using terms like “simple” and “tobacco and water.” One roll-your-own tobacco product called **Leaf by Lane Ltd**, of Scandinavian Tobacco Group, was discovered recently to use these phrases, including “nothing but the leaf” on their brand website. The website also focuses on relationships with tobacco farmers. A recent redesign of the **Camel Snus** website aligned with release of new can designs, and new slogans like “Simple is simply better.” The product is now described as being made from “4 main ingredients: tobacco, water, salt, and flavoring.” The return of **Camel Snus** to [magazine advertisements](#), seen in Wired, displayed the new tin designs as well.

Continuing the trend of alcoholic-themed cigar flavors, **Game** advertised another limited edition cigar in retailer magazines—Hard Lemonade.



According to a [press release](#), VLN cigarettes has announced expansion into as many as 18 states over the next year after a successful Chicago pilot market. The brand plans to take advantage of areas with Modified Risk Tobacco Product (MRTP) excise tax savings; the brand status is enforced by slogans in newer retailer magazine ads reading “America’s only MRTP cigarette.” Magazine advertisements for VLN have still not been seen outside of retailer publications.



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Tell us about any tobacco marketing we've missed

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