

Trinkets & Trash

Artifacts of the Tobacco Epidemic

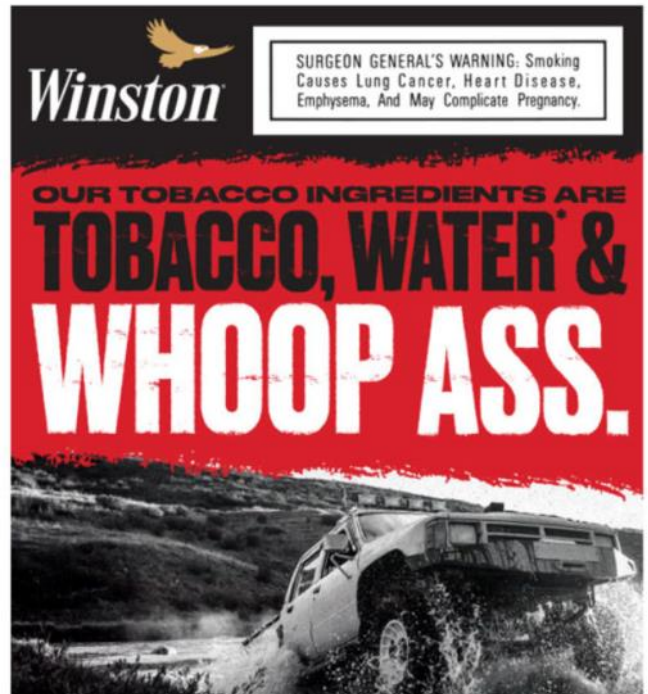
Surveillance Update - November 2019

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

Tobacco, water, and...? We've observed brand claims of simple ingredients like "tobacco and water" from *Natural American Spirit* and *Nat's*, and reported recently how *Teton* added "sun" to that list. *Winston* apparently thinks we've been missing a little bit of extra oomph: a [recent email](#) included the claim "Tobacco, water, and WHOOP ASS." Is this an additive approved by the FDA? Regardless, why settle for just tobacco and water when you can get an extra kick with your nicotine!

Light the Night: *Night Owl* cigars sent us a free unsolicited gift to help light our way through the dark - a pocket-sized high-powered [LED flashlight](#). Several opportunities for winning have crossed our email inboxes. Daily chances to win with *Camel's* [Crush the Moment sweepstakes](#) features their Crush menthol lineup and [various gift cards](#). *Marlboro* is offering a way to win a Marlboro Ranch trip by taking a [simple poll](#) twice a month.



Being thankful and giving back: Brands gave thanks and celebrated veterans in various ways this month. *Red Seal* asked in an [email](#), "Who are you thankful for?" with a chance to share stories online. *Blu* had a [sale](#) featuring discount *liquidpod* packs for their *myblu* device through the online store. *General Snus* gave an [email salute](#) to American veterans, while *Winston* thanked veterans for keeping our [country free](#). To give the common citizen a chance to help America, *Copenhagen* started a new [Hands for the Homeland](#) charity campaign. Visitors to the brand website can vote weekly for which [land conservation charities](#) deserve *Cope's* generous donation. Both emails remind you to claim a coupon after you vote.



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!

We're also active on Twitter! Follow us at: [@trinketsantrash](https://twitter.com/trinketsantrash)