

# Trinkets & Trash

Artifacts of the Tobacco Epidemic

## Surveillance Update - September 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](http://trinketsandtrash.org). If you have examples you'd like to share, e-mail us at [trinketsandtrash@sph.rutgers.edu](mailto:trinketsandtrash@sph.rutgers.edu). To join our mailing list, click [here!](#)

## Tobacco Updates

**More tobacco:** *Copenhagen* announced a new Wintergreen “packs” product via [email](#), similar in concept to pouches but larger. They promise “big size, big comfort, big flavor”, with the product going nationwide in October.

**More free gear:** *Black & Mild* sent an [email](#) heralding the return of Aroma Rewards this month. Customers can again redeem codes from specially marked packs and exchange for swag on the website. If you want even more gear, *Marlboro* has rolled out a new Rewards UNLEASHED [sweepstakes](#) this month, with a grand prize of a million Rewards points. *Vuse* continues to promote the Shapes of Sound project on Instagram. This sponsored collaboration between musicians and digital artists involves a [sweepstakes](#) with the chance to win Vegas-themed prizes.

**More fresh looks:** Tired of bland-looking e-cig devices? *Vuse* has designed a line of official “wraps,” [decals](#) that fit their Alto device, for free with purchase on their website. *Camel* has released yet another series of [Crush pack designs](#) – this time with a live music theme. There’s a lot to collect: 12 different designs, from instruments to flight cases for stage gear.



*Grizzly* has new exclusive state cans for sale, with designs being promoted on their [Instagram](#). Lucky customers in Colorado, Tennessee, or Texas can snag one of these state-specific limited cans. Who knows what state they'll turn up in next!



## Keep in Touch with Trinkets and Trash!

Tell us about any tobacco marketing we've missed

Contact us at [trinketsandtrash@sph.rutgers.edu](mailto:trinketsandtrash@sph.rutgers.edu) and stay in touch!

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