

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - September 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

Dutch Masters, like many other flavored cigarillos, continues to release limited edition flavors. The newest offering, seen in retailer magazines, is called OG Fusion, available in foil packs. No information about the blend or taste was included. Another retailer magazine ad showed was appeared to be a flagrant imitation of **Black & Mild** cigars by **White Owl**, called Black Sweets. These tipped pipe-tobacco cigars are shown in as single sticks in cellophane wrappers, much like the competitor's cigars. In other cigar news, John Middleton Co., the makers of **Black & Mild**, reaffirmed their commitment to supporting Black-owned businesses as part of their Black Owned Business Initiative. The project focuses on the cities of Cleveland, OH and Philadelphia, PA. The company promised another \$1 Million in funding by the end of 2022.

September's issue of *Rolling Stone* featured a new **Natural American Spirit** [magazine ad](#) celebrating the brand's 40th anniversary with signature bright colors, featuring their organic tobacco packs, and touting their commitment to sustainability. An interesting difference is the claim of "heirloom tobacco seeds," another factor to set them apart from the crowd. **Winston** also released an [ad](#) that featured another scantily clad woman.

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Wire Plastic Tip

REGULAR MENTHOL

MENTHOL FLAVOR WITH A PINCH. NEW PACK DESIGN.

CHECK OUT NXT

Marlboro announced a new pack design for their NXT menthol capsule line on their brand website, while using that opportunity to offer mobile coupons. The new pack varies little from the old, perhaps a last hurrah before a menthol ban goes into effect.

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