Trinkets & Trash
Artifacts of the Tobacco Epidemic

Surveillance Update - August 2015

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

FDA Crackdown on "Natural" Cigarettes. The FDA sent warning letters to the makers of *Natural American Spirit*, *Winston* and *Nat Sherman* stating the use of the terms "additive free" and/or "natural" in marketing their cigarettes violates federal law. The FDA requires any tobacco product marketed in a way that implies a reduced health risk be registered as a modified risk tobacco product (MRTP). The parent companies have 15 days to respond to the warning letters to explain how the violations will be corrected or to state how its advertising is not in violation of the policy. The FDA's website states "failure to obey federal tobacco law may result in...civil money penalties, criminal prosecution, seizure, and/or injunction."

Social Media Advertising. Several companies have taken to social media for advertising. *Swisher Sweets* used Instagram to inform users of its new calypso cream flavor, music event sponsorship and the launch of a new version of its website. *Blu* used Instagram, Facebook and Twitter on #fanfriday to let users know it was having a "twitter party" where participants could enter to win one of 8 cash debit cards. Blu followers were encouraged to comment on #bluplus, its e-cigarette with improved "battery life, charging speed, vapor production and flavor delivery" for a chance to win.

New E-cigs on the Block. *Juul*, an ecig which resembles a rectangular usb drive, is being advertised to the young and tech saavy (see the back-to-school themed email on right). An article in Men's Fitness suggests that Juul may be the "iPhone" of e-cigarettes. "It took the iPhone for most people to switch to smartphones from feature phones. It might be presumptive to say that it'll take something as well designed and subtle as Pax Labs' new Juul e-cig to make smokers switch to vaping, but that's the idea." Juul was busy this summer promoting sponsored events such as photo and art shows in Los Angeles and New York where visitors could pick up a free starter kit. Juul flavors include tabaac, miint, fruut, bruule and multi (apparently Juul is fond of double vowels). Another new brand promoted this summer was *Breathe* ecigs, which feature a jeweled tip. Magazine ads boasted that their e-liquids "were formulated by an renowned flavor craftsman, sommelier, and award winning chef" (who happens to be the CEO of the company). Maxim magazine and Breathe ecigs partnered to sponsor an event at the rooftop PH-D Lounge at the Dream Downtown Hotel in NYC. Attendees at the event were entertained by musicians and received samples of Breathe ecigs from Maxim Models.

Promotions. *Grizzly* featured a special "Big Can" (containing 6 individual cans worth of Grizzly) in stores in select markets in August. The brand's website includes a feature to let users know if Big Can is coming to their state, and a "hidden" image of Big Can , which can result in an instant prize entry if found. *Parliament*'s August email wants recipients to join its In Code online sweepstakes. All smokers need to do is click on the "Enter Now" link in the email to participate. *Black and Mild*'s Hours of Leisure web contest offers different prizes every hour, and allows you to enter to win one prize daily. The prizes include a wooden breakfast tray, a robe, sunglasses and more. B&M website users can sign up on the website for text message alerts reminding them when their prize of choice is available.

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