

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - February 2017

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

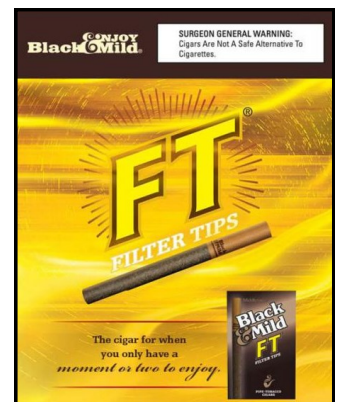
Another safety concern for smokeless tobacco users. *U.S. Smokeless Tobacco Company* (USSTC) sent an email to their dipping clientele warning them of a [massive recall](#) of 32 varieties of *Skool*, *Copenhagen*, *Cope* and *Husky* products due to customer complaints of “sharp metal objects found in select cans.” USSTC also let dippers know which of their products were NOT affected by the recall in the email. The correspondence concluded by USSTC assuring dippers that shelves will be stocked soon. “We recognize that some of your brands may not be available for a short period of time. We appreciate your patience, trust and loyalty. Sincerely, Your Friends at USSTC.”



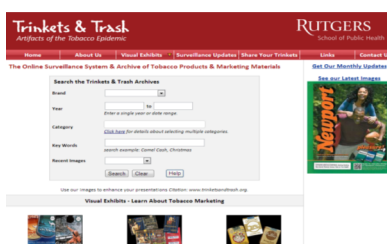
“**Ditched a resolution or two? You're not alone.**” says *Zonnic* in an email, as it continues to [promote harm reduction](#) encouraging smokers to reduce cigarettes and using their nicotine lozenge and gum products. The email directs you to the brand's website where two dollar off coupons are available. *Zonnic's* parent company, *Reynolds America Incorporated*, says its mini lozenges are “Small. Satisfying. And just \$5.49* wherever cigarettes are sold.” Although the brand does not implicitly promote dual use, it definitely does not discourage it. The FAQ section of the brand's website posits this about nicotine addiction. “Consider this: If you wanted to lose weight would starving yourself be the best way to go? Probably not.”

Walgreens. At the corner of happy and healthy (and maybe healthier). According to Convenience Store News, the nation's second largest drugstore chain, [Walgreens, is considering abandoning tobacco sales](#). The company's shareholders have questioned if tobacco sales are consistent with the retail giant's health and wellness branding. CVS, the nation's largest drugstore chain, stopped selling tobacco products in 2015.

Smoke and mirrors. *Reynolds American*, the maker of *Newport* cigarettes, has enlisted influential African Americans to speak at prominent African American churches on how proposed bans on menthol cigarettes are bad for their community. In forums entitled “Decriminalizing the Black Community”, the likes of Rev. Al Sharpton and others make their case that [menthol bans](#) will lead to nefarious menthol cigarette bootlegging, which would be another invitation for law enforcement to incarcerate African Americans. Flyers distributed in the community for the forums had scant, if any, mention of *RAI's* sponsorship.



Black and Mild adds Filter Tips. *Black and Mild's* latest email promotes its *FT*, [filter tips billed as cigars](#), you can smoke when you only have a “moment or two to enjoy.” The brand's website boasts *FT's* have the “Same flavor as a Black and Mild Original” and are available in five cigars per pack in 110 mm and 85 mm sizes (similar to 100's and king sized cigarettes.)



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 on Twitter! Follow us at: [@trinketsandtrash](https://twitter.com/trinketsandtrash)