

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - March 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

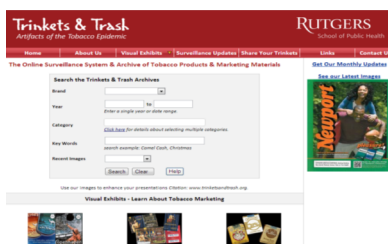
Sweepstakes on smokeless tobacco websites promote flavor varieties. After *US Smokeless Tobacco Company* (USSTC) voluntarily recalled many of their products last month, two of its brands have launched sweepstakes featuring brand varieties. *Skoal's* "Flip to Win" sweepstakes lets users scroll through its 28 varieties and select one tin to "Flip" for a chance to win instant prizes like camping gear, fishing equipment and barbeque sets—we won this [vinyl dry bag](#) from Ace Camp this month! Fellow USSTC brand *Copenhagen*, launched its [Weyman's Reserve](#) contest. Users can vote daily on one of "Three blends. Inspired by one man." The brand's website features a video detailing how Weyman's Reserve is hand-crafted in small batches with 185 years of tradition inspired by Copenhagen founder George Weyman. The barrel-aged blue, black or green variety that receives the most votes will be available in stores.



Cigar News. *Swisher Sweets'* twitter provided full coverage of its [Artist project](#) at SXSW in Austin, Texas which featured hip hop artists 21 Savage, DJ Paul, Action Bronson, Chanel West Coast and others. An email from *Black and Mild* notified us that "[smooth and velvety](#)" *Sweets* flavored cigars will be available this April. *Archetype Cigars* by *Ventura Cigar Company* won the [Best New Tobacco Product](#) at the 2017 Tobacco Plus Expo.

What's in a name? The FDA ruled that the *Santa Fe Natural Tobacco Company* (SFNTC) will be able to keep *Natural American Spirit* as its [cigarette brand's monicker](#). In return SFNTC's parent company *RAI* agreed to "remove the phrase [s] 'Additive Free' ... [and] 'Natural' from all Natural American Spirit cigarette product labels, labeling, advertising and promotional materials." However, *Altria* cigar and cigarette manufacturer *Nat Sherman*, will have to drop the "Natural" from the name of its premium cigarette line in a similar FDA ruling. The new Nat Sherman premium cigarettes will now be called "*Select*."

"Gourmet taste in a toothpick." *Smart Toothpicks* recently launched its product line available in "three great flavored [nicotine sensations](#)." Foil wrapped packs contains 20 toothpicks with three milligrams of nicotine. The brand claims "smoke-free satisfaction" and offers "smokeless freedom" to users. Currently sold in cinnamon, wintergreen and peppermint ice flavors, they will soon be available in chocolate mint cake and lemon meringue pie. The brand's website offers a [direct link](#) to purchase its products on Amazon.com.



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Tell us about any tobacco marketing we've missed

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