

# Trinkets & Trash

Artifacts of the Tobacco Epidemic

## Surveillance Update - June 2017

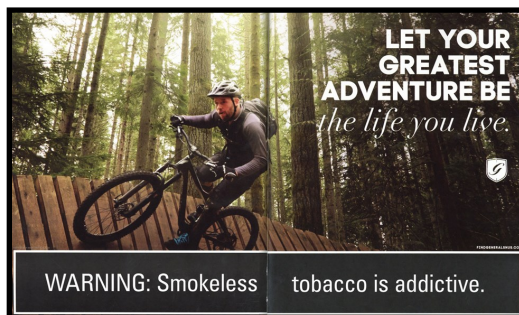
Trinkets & Trash is a surveillance project and archive that monitors tobacco industry marketing in magazines, direct mail, e-mail, websites, and other channels. Visit us online at [trinketsandtrash.org](http://trinketsandtrash.org). If you have examples you'd like to share, e-mail us at [trinketsandtrash@sph.rutgers.edu](mailto:trinketsandtrash@sph.rutgers.edu). To join our mailing list, click [here!](#)

## Tobacco Updates

**Blu e-cigarettes mock warning labels in new print ad campaign.** Although e-cigarette manufacturers are not currently required by the FDA to display warnings labels in advertisements, *blu* e-cigs launched an [ad campaign](#) that inserts cheeky, faux warnings in the ads. The [warning labels](#) are prominently displayed at the top of the ads in white rectangular boxes and read "IMPORTANT: Contains flavor" and "IMPORTANT: Less harmful to your wallet."



**Get "Elevated" with General Snus.** *Swedish Match* sent us [two different copies](#) of their magazine "Elevated" this month. The magazines contain information about "Mountain Culture" and



feature winter and summer mountain sports, and of course, *General Snus* smokeless tobacco because "The mountain has no off-season. And neither should your tobacco." In the forward of the winter ski-themed mag, the authors hope "this journey inspire(s) you to travel to new destinations, to dream of new possibilities, and to elevate your appreciation of the rich mountain culture shared by skiing and General Snus." The magazine includes a four page centerfold aligning the history of skiing and snus. In between the glossy imagery are *General Snus* ads (over a third of the pages in both magazines) detailing the [product line](#), [manufacturing techniques](#) and [brand history](#).

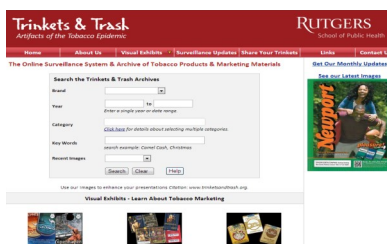
**Dip your toes in the water with Skoal this summer.** *Skoal* launched a "Floating Holiday" [contest](#) this month on its brand website. The contest asks users to "create the ultimate week on the water for a chance to win it." Users can enter daily by choosing a different feature (i.e. houseboat vs. speedboat) they would prefer for an adventure. The contest features eight weekly destinations such as Lake Tahoe and Lake Havasu with a grand prize awarded for each destination. Just for entering, *Skoal* sent us a free [waterproof pouch](#) to keep the dip dry!



**Summer swag.** Gifts were abundant this month. We received items from *Marlboro*, *Red Seal*, *Natural American Spirit* and *Black and Mild*. *Marlboro* sent us a pair of [leather work gloves](#) and an [aluminum water bottle](#) as part of its Continental Divide promotion. *Red Seal* sent us a [25-in-one multi-tool](#). We received [reusable cigarette butt pouches](#) from *Natural American Spirit* along



with information on how to recycle them. A free bluetooth beanie was offered to users on *Parliament's* website after entering the promo codes inside two purchased packs. *Black and Mild* mailed us a [cigar tube](#) for participating in its "Submit Your Wit" contest. In the contest users are asked to submit "leisurely words of wisdom or a tip on making every moment more enjoyable" that may appear on a package of special edition cigars. Examples of submissions from the brand's website included "The hardest part about being a connoisseur is spelling it" and "The smoother the ride, the sweeter the cruise."



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