

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - August 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

In a visit to the *Natural American Spirit* brand's website this month we were greeted with a pop-up banner featuring a wind turbine overlooking a lush green field asking users to "share in our effort to support clean energy." After clicking the link, we were inundated with *Natural American Spirit's* contribution to the cause. "Our commitment started at home. *Natural American Spirit* has been purchasing wind power or RECs (renewable energy credits) to support 100% of our Oxford manufacturing facility since 2009." When clicking the green icon labeled "I support green energy", the brand will donate one REC to the nation's power grid on your behalf. We were [thanked for our donation in an email](#). "Thank you for supporting our efforts towards a more sustainable future. Your support has resulted in *Natural American Spirit* donating one Renewable Energy Credit (REC) to the nation's power grids on your behalf. This credit will replace 30 days of an average household's non-renewable electricity with CLEAN, RENEWABLE ENERGY."

ZYN, the "smoke-free, spit-free, tobacco leaf-free" nicotine pouch posted many ads featuring women on its Facebook page in their "find your ZYN" campaign. The ads in the posts feature couples in art museums, on the deck by a lake, in casinos and on road trips and are accompanied by catchphrases like "To longer days, and even longer nights." and "The roads are endless, and so are the possibilities." ZYN's Facebook cover photo even prominently displays a woman.

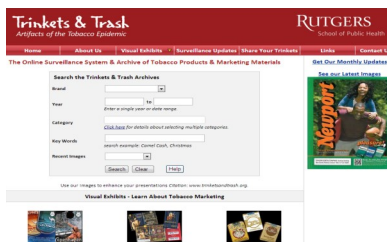


WARNING: This product contains nicotine.
Nicotine is an addictive chemical.



JUUL vapor raised the age to purchase its products on the brand's website to 21 this month. During further investigation however, the website states that current users who are 18 to 20 years old, can still buy the product - as long as they do not cancel their auto-ship subscription.

Grizzly and **Blu** took advantage of the rare solar eclipse this month with promotions to commemorate the event. An email from *Grizzly* included a coupon for *Grizzly Dark*, the "official dip" of the solar eclipse. True to the brand's style, the [email excoriated the pesky moon](#) by saying, "Some of y'all might think it's dang rude of the moon. But during the hottest time of the year, nobody appreciates it more when things get in the way of the sun than *Grizzly*." *Blu* mailed pairs of company-branded eclipse-watching glasses to members of *bluNation*, the brand's online reward program, who lived in the path of totality. Many *bluNation* members posted photos and expressed their gratitude for the glasses on the brand's twitter feed.



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Tell us about any tobacco marketing we've missed

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