

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - December 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

Tis the season to quit! Non-cigarette tobacco brands encouraged current smokers to quit in Facebook posts this month. The *Reynolds America Inc.* nicotine gum *Zonnic* posted "*Zonnic* is waiting for you under the mistletoe" along with coupon offers for free packs. *Zyn* tobacco-free nicotine pouches claimed "(it) won't help you avoid political conversations this holiday season but will help you avoid the smoke." *JUUL* vapor promoted its classic menthol and tobacco pods as "perfect for smokers transitioning to *JUUL*."

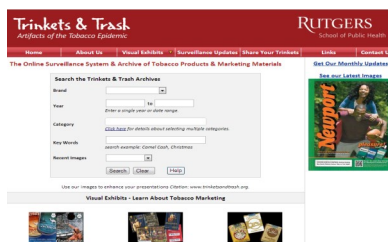


"I didn't quit - I switched." Says *NJOY* CEO and "Chief Switching Officer" Doug Teitelbaum, a middle-aged life-long smoker with many unsuccessful quit attempts, in a video "switching testimonial" on the brand's revamped website. *NJOY* is asking current smokers not to quit - but to switch to *NJOY* e-cigarettes. *NJOY* "Switch Kits" are now available on the brand's website for a mere \$39.99 (\$150 value – 73% savings). The *NJOY* Switch Kit "allows you to experience e-cigs and vaping in a low-risk, low-cost, and satisfying way. It's designed to help you discover your own path to switching, and importantly, at your own pace." The brand's website is also there for smokers wanting to switch with personalized one-to-one mentoring from trained "Switch Sherpas" a.k.a. *NJOY* users who have successfully switched and who want to "Vape it forward." *NJOY* also offers a self-guided "switch journey, a unique combination of advice and evidence based behavioral change techniques developed by experts and is designed to make the process so enjoyable that you'll actually want to do it."



Sun sets on 22nd Century Group's high nicotine cigarettes. The company that also manufactures *Magic* low-nicotine cigarettes announced that it will no longer be selling its extreme high-nicotine *Red Sun* cigarettes in the United States.

Holiday greetings from tobacco brands this year were abundant. Although we did not receive any holiday direct mail from tobacco companies this year, our email inbox was full of seasonal cheer. *Swedish Match* smokeless tobacco sent [idyllic winter scenes](#) with [well wishes](#) from *Long Horn* and *Timber Wolf*. *Red Seal* smokeless tobacco's email boasted of its [numerous charitable donations](#) to American Farmers. *Santa Fe Natural Tobacco Company's* email included a [group photo](#) of the men and women who make *American Spirit* cigarettes. An email from *L&M* cigarettes directed users to the brand's website to [check out tips](#) for throwing an "elegant and decadent holiday gathering no one will want to miss." Finally, *Grizzly* sent this warm message: "May your holidays be bright enough to keep your neighbors up at night." In typical *Grizzly* fashion the email included a statistic on the [world record](#) for number of holiday lights on a house, with the hope that the recipient's holiday season "be merry and brighter."



Keep in Touch with Trinkets and Trash!

Tell us about any tobacco marketing we've missed

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