

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - October 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

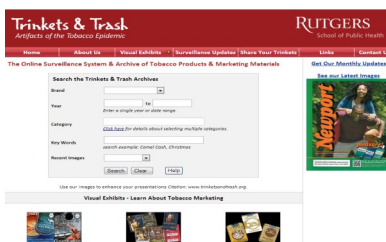
Real. Simple. (sort of) Different. *Natural American Spirit's* rebranding efforts were on display in a visit to its new website. Launched this month, an intensified focus on the company's commitment to the environment was evident. Its approach and values are "deliberately different" because "Our growing process is defined by our commitment to the planet and the people who bring our values to life. Doing things the right way isn't always easy, but it's always worth it." After agreeing not to use "natural" and "additive-free" as descriptors for its products, the brand now relies on the slogan "Tobacco Ingredients: Tobacco and Water." An [email](#) from *Natural American Spirit* notified us of the "reimagined online experience". Part of the "reimagined" experience is the availability of gift certificates (a.k.a. coupons) redeemable from a smartphone. "We're proud to now offer paperless gift certificates in the spirit of sustainability."

Don't know what to be for Halloween this year? Well, if you vape, *blu* e-cigarettes got you covered. Vapers were directed via twitter to *blu's* brand website to learn more about the "best Halloween costumes for vapers." Faced with the age-old challenge of being original on Halloween, *blu* has solved this yearly dilemma. "Luckily for you, you can show off your vaping colors with this short list of the best costumes to wear using your e-cig as a prop! Choose one of these costumes to stand out from the crowd and let everyone know that you're proud to be a vaper." The short list included how-to's to make volcano, dragon and steam train costumes. "For the more adventurous costume makers among you, cut a series of holes from the main box to the smokestack so you can blow your vape through to give your train a realistic feel."



Scandinavian Tobacco Group teaches snarky millennials about pipe tobacco and how to smoke it on the brand's new website. Instructional videos on *ThisPipeLife.com* detail the elder pipe expert Milton's attempts to educate younger current cigarette (Jen) and cigar smoker (Irv) on the finer points of living the pipe life. In "Leaf 101" Milton begins, "We tried to impress upon them that this is a dignified and refined hobby and should be approached with respect." However, he is rudely interrupted by the light-hearted younger duo, "But first a reminder, if you do not smoke, don't f#*king start. However, if you do enjoy tobacco, smoke a f#@king pipe." After signing up to receive communications from *Scandinavian Tobacco Group*, we received a [birthday](#) greeting that included coupons for pouches of the brand's pipe tobacco.

The times they are a changin'. On a visit to *Newport's* brand website, a pop-up window alerted us that we were the recipients of a free portable turntable as a thank you for "checking out Platinum, a fresh take on *Newport*." Weeks passed and no turntable had arrived. But you can't always get what you want. Although we were running on empty, we waited on a little help from our friends at *Newport* to deliver. The turntable finally arrived this month and I've got to admit the office is getting better all the time. Just a day in the life of the Trinkets and Trash team.



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