

# Trinkets & Trash

Artifacts of the Tobacco Epidemic

## Surveillance Update - September 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

**Tobacco brands reach out to customers to relax on Labor Day.** Emails from *Swedish Match* smokeless tobacco brands, *Timber Wolf* and *Longhorn* promoted relaxation and tranquility this Labor Day. In a *Timber Wolf* email with the backdrop of a [misty morning dew](#) recipients were advised, "Work can wait. Enjoy the quiet." It's also a misty morning on the open water in an email from *Longhorn*, where a [lone fisherman](#) can take assurance that this is his day off.

**While some smokeless tobacco brands were celebrating Labor Day with messages of relaxation, Copenhagen's message was one of hard work.** Emails from *Copenhagen* directed users to the brand's website to view gritty videos of loggers, shipbuilders, linemen and steelworkers "[putting all they got into all they do.](#)" The "Men Who Matter" were featured "[Every day. All September long.](#)" Another email thanked the recipient "for being a man of *Copenhagen*" and was accompanied with a notification that a "token of appreciation" would be arriving soon by mail. The "buy one, get one free" coupons "[Celebrate the hands that hold America together.](#)"

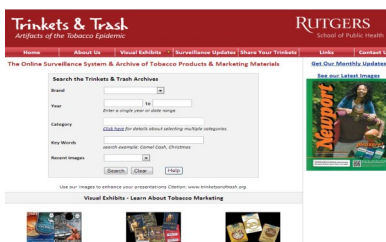
**The changing seasons are reflected in new e-cigarette flavor offerings.** Emails from *MarkTen* e-cigarettes notified us of two new flavors: one for the end of summer and one for the beginning of fall. Users can "extend (their) summer" with the limited edition [Caribbean Oasis](#) flavored disposable e-cigarettes. The email features a dread-locked steel drum player jubilantly spreading irie vibes overlooking a tropical sunset. Users who are ready to "fall into flavor" can try the brand's new [Harvest Blend](#), depicted by red autumn leaves filling a *MarkTen* package.

**In a letter to its customers, Natural American Spirit claimed it "resolve(d) the FDA's concerns" over the use of "natural" and "additive-free" to describe its cigarettes.** [The letter](#) informed customers that the terms "additive-free" and "natural" will no longer be used to "describe (their) products on packs and in advertising materials." (However, "Natural" will still be used in the brand and manufacturing company's name.) The letter, printed on recycled paper made in the U.S.A., also featured a new warning label stating "*Natural American Spirit* cigarettes are not safer than other cigarettes."



randy\_\_matthews\_\_15 Does anyone smoke these without weed in them? 🤔

**"Does anyone smoke these with-out weed in them?"** This question was posed in a *Swisher Sweets* Instagram post last month featuring a woman smoking a *Swisher*. In the post, *Swisher* gave a "Shoutout to all the lovely ladies out there about that #SwisherLife." The post goes on to ask followers to tag your "#SwisherSweetie." *Swisher* also tweeted "Some girls know how to live the #SwisherLife. Shout out to all of the #SwisherSweeties out there!"



## 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)