

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - May 2017

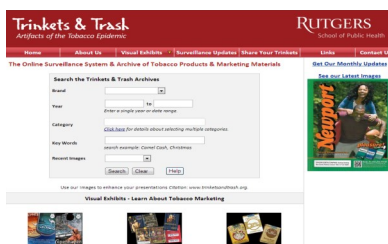
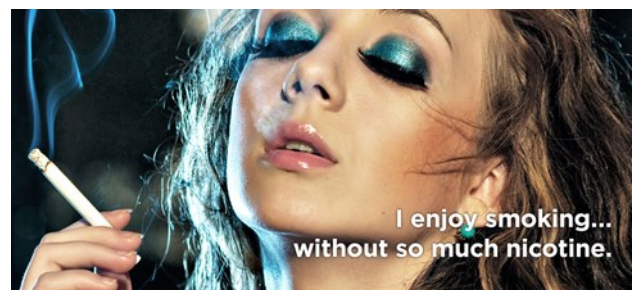
Trinkets & Trash is a surveillance project and archive that monitors tobacco industry marketing in magazines, direct mail, e-mail, websites, and other channels. Visit us online at trinketsandtrash.org. If you have examples you'd like to share, e-mail us at trinketsandtrash@sph.rutgers.edu. To join our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

Tobacco Updates

Kool and Pall Mall revamp their digital digs. Both *Kool* and *Pall Mall* websites feature carefree, racially diverse millennials playing cards, billiards and drinking adult beverages at the beach. *Kool's* new website urges users to “stay connected” and get coupons for cigarettes in its newly designed packs. Upgrades to *Pall Mall's* brand website include a promotional video reminding its target audience, “it’s all about the experience” with its “authentic, real, bold genuine, not pretentious” cigarettes that provide “quality without the cost.” In keeping with its millennial theme, *Pall Mall* announced it is launching its “Big Tiny House Giveaway.” The summer contest will award weekly winners \$25,000 dollars to build their own tiny house. The contest also features a digital design suite where users can experiment designing their very own tiny house.



Red Sun's mission is to “give smokers the BOLDEST, most UNAPOLOGETIC and HIGHEST NICOTINE cigarette in America!” *Red Sun* boasts of “bold, naturally grown American tobacco...made by a fiercely independent company.” (Shades of *Natural American Spirit*, eh?) The brand “for smokers who are unapologetic about smoking” is also gluten-free! “For those wondering if RED SUN cigarettes contain gluten, RED SUN’s tobacco does not. Likewise, our premium flax paper is also gluten-free.” Interestingly, the manufacturers of *Red Sun*, *22nd Century Group, Inc.*, also produces *MAGIC* cigarettes, which it claims is the “world’s lowest nicotine cigarette.” *22nd Century Group* claims its “patented tobacco (is) grown by a U.S. research company whose mission is to reduce the harm caused by smoking.” *MAGIC* was “designed for upscale consumers outside the United States.” In case you were wondering, “*MAGIC's* naturally-grown tobacco” is also gluten-free.



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Tell us about any tobacco marketing we've missed
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