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# TOBACCO MARKETING

Reducing Youth Exposure to Tobacco Advertising and Promotion

# UPDATE

## What's New in Tobacco Marketing?

### From chewing gum wrappers to coupon apps, the history of tobacco coupon schemes

Tobacco couponing schemes are **more than 130 years old**. In the 1890s, trailblazing marketing companies enclosed coupons offering free merchandise in many types of consumer products. Once a person amassed a large enough pile of coupons, they could exchange them for merchandise. Over 50 years, at least 100 billion coupons were distributed by countless companies, large and small. Coupons could be exchanged for merchandise costing from 50 to 100,000 coupons.



Above: Coupon from the 1920s came in a pack of Wrigley's chewing gum. Only one piece of gum in the pack contained the coupon. (Kind of like a Willy Wonka "golden ticket!")

Until around 1930, United was the marketing arm of American Tobacco Company, which gave coupons every time you bought one of its brands. This included 18 cigarette brands, 30 cigars, 60 plug tobacco brands and more than 100 brands of smoking tobacco. United made deals with companies like Wrigley's that put [United coupons](#) in its products.

No one gave away more coupons than the **seven billion coupons** given by [United Cigar Stores Company](#) and its descendants.

### Examples of coupons over the years:



Left: A 1966 Colony Coupon Cigarette ad (offered on E-bay for \$9.99). Above: Examples of paper coupons received in the mail in the 2000s.



Above Left: A mobile coupon for Newport cigarettes in 2017. Center: Black and Mild will no longer be sending out direct mail coupons. As of July 1, users now must request coupons online using a code on the package. Coupons will be sent to the user by either mail or on a mobile phone. (Email – 6/21/21) Right: Brands like On! promote discounts and free shipping when users subscribe. Users can create their list in the shopping cart and choose the desired delivery frequency: 2 weeks, 4 weeks or 8 weeks. The first subscription is 40% off and all others are 10%. (Email - 7/15/2021)

**The St. Paul City Council** is considering a proposal to prohibit coupon redemption for all commercial tobacco products, set a minimum price for cigarettes and smokeless tobacco, and increase retailer penalties for illegally selling commercial tobacco products to people under 21. This comprehensive tobacco ordinance will make tobacco products less accessible and appealing to young people and protect groups who have been historically targeted by the tobacco industry such as youth, Black, Indigenous, LGBTQ and other residents of color from the harms of commercial tobacco. **Learn more at [www.dontdiscountmylife.org](http://www.dontdiscountmylife.org).**



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Questions or to subscribe:  
Please contact Esha Seth at  
651-646-3005 or esha@ansrmn.org

## New oral nicotine products on the market

Oral nicotine pouches and lozenges are a new category of tobacco product that include brands such as Lucy Goods, Zyn, On!, Velo and Frē. These products come in numerous flavors including mango, cinnamon, honey lemon, citrus burst, black cherry, and several mint and menthol flavors. These nicotine products are labeled and advertised as “tobacco-free.” This “tobacco-free” claim has caused confusion among retailers about how they are regulated. However, these products are still regulated as tobacco products and subject to federal regulations and state and local tobacco laws because they contain nicotine which may be derived from tobacco.



Left: Lucy Goods, makers of the Lucy Chew+Park gum and nicotine lozenges, recently launched its new “tobacco-free” line Lucy Slim Pouches promoting “three exclusive flavors:” Mango, Cool Cider, and Spearmint.” (lucy.com)



Right: Examples of Velo, On! And Zyn products.

A rising concern exists that these new oral nicotine products will add to the youth tobacco epidemic due to the well documented data showing that flavored tobacco products appeal to youth.

## Puff Bar disposable vapes go supersize

We shared information about Puff Bar’s [website](#) relaunch in the April issues of the Project Watch newsletter and its claim that new Puff Bar devices contain tobacco-free nicotine. The new devices come in the original size (200 puffs) along with two additional supersized devices containing 400 and 800 puffs. For perspective - four hundred puffs is the equivalent nicotine contained in two packs of cigarettes, and 800 puffs is the equivalent nicotine in four packs of cigarettes.

Below: Screen shot from Puff Bar website.

# Shop Our Vape Devices

### PUFF NANO

200 Puffs  
10 Flavors



Shop Now

### PUFF BAR

400 Puffs  
15 Flavors



Shop Now

### PUFF PLUS

800 Puffs  
10 Flavors



Shop Now