

## In this issue:

- ▶ New products alert
- ▶ USPS Continues to Mail Vapes Despite PACT ACT
- ▶ Email campaigns worth mentioning

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# TOBACCO MARKETING UPDATE

*Reducing Youth Exposure to Tobacco Advertising and Promotion*

## What's New in Tobacco Marketing?

### New products alert!



The Füm device and the core packs in a starter pack available on their website for \$89.50.

Source: [www.tryFüm.com](http://www.tryFüm.com)

Füm is the latest to enter the ever-changing landscape of vaping products. Popularized by [Joe Rogan's podcast](#), this Canadian product's mission statement "is about embracing the journey of creating Positive Habits. Going through the struggle together we're here to empower, empathize, and resonate with our customers to create healthy lifestyles." Füm inhalers do not use heat and have no nicotine. Instead, they use "a natural process of diffusion" without heat or a battery to deliver scent and flavor to the user. Füm is being heavily advertised in podcasts with a focus on treatment despite not being approved by the FDA. The device has a modern wooden design that uses disposable "cores" that are added to provide flavor. These cores currently come in Maple Pepper, Crisp Mint, and White Cranberry flavors. According to their website, each core pack lasts 2-3 days. A starter pack with an inhaler and 3 core packs costs \$89.50 and a pack of 3 cores costs \$7.25.

Nicotine toothpicks seem to be a recent and bizarre product released by the tobacco industry. In 2020, the FDA had issued a warning letter to [Smart Toothpicks](#), another brand of nicotine infused toothpicks, for violating the 2009 Family Smoking Prevention and Tobacco Control Act for not adequately labeling their products with a nicotine warning statement and selling their products to persons under 18. Brands like [Zippix](#), [Pixotine](#), and [Nicotine Picks](#) are selling toothpicks infused with nicotine. These toothpicks are available in a variety of flavors including mint and menthol, cinnamon, butterscotch, mocha. The cost of these products range depending on the quantity. Many of the smaller packs cost approximately \$6-\$8, whereas larger bundles of 120 can cost approximately \$36-\$60.



Example of a nicotine toothpick from from the brand Zippix.



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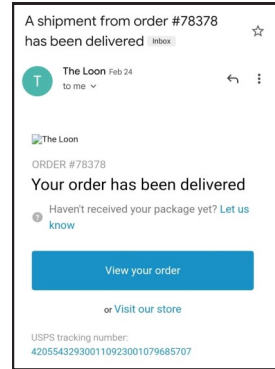
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## USPS Continues to Mail Vapes Despite PACT ACT

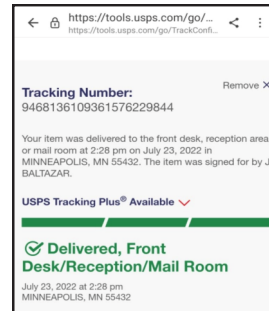
The Preventing All Cigarette Trafficking Act, or PACT Act, was created in 2010 by Congress which made tobacco products like cigarettes illegal to mail through the United States Postal Service (USPS). In December 2020, Congress amended the PACT Act to include other tobacco products like e-cigarettes and vapes, which went into effect March 2021.

The PACT Act requires anyone who sells cigarettes or smokeless tobacco to register with the Bureau of Alcohol, Tobacco, Firearms and Explosives (ATF) and the tobacco tax administrators of the states into which a shipment is made or in which an advertisement or offer is disseminated. Delivery sellers who ship cigarettes or smokeless tobacco to consumers are further required to label packages as containing tobacco, verify the age and identity of the customer at purchase, use a delivery method (other than USPS) that checks ID and obtains adult customer signature at delivery, and maintain records of delivery sales for a period of four years after the date of sale, among other things. Despite vapes being included in the PACT Act, USPS continues to mail these products. There is no age verification done and packages are often being left in the mailbox.

Right: Examples of electronic cigarette purchases made online and delivered USPS between February and July 2022.



Above: The left image depicts an e-cigarette order confirmation in February 2022 with the USPS tracking number provided from the retailer, Loon MN. The right image is a photograph of the package that was shipped and delivered by USPS, left on the front door, with no age verification conducted for delivery.



Left: A mailing done, this time from the company MiPod. Depicted is the tracking number provided by USPS, as well as instructions of how the package was delivered. It states that the package was delivered to a front desk and was signed for but in reality, it was left in a mailbox at a house.

## Email campaigns worth mentioning



Above: Citizens for Tobacco Rights sent emails encouraging leading subscribers to vote in the 2022 Elections. They shared information on how you can vote and the importance of voting. (Email received Oct. 10, 2022)

Project Watch has identified several examples of the tobacco industry's performative social justice in past issues. Most recently, Marlboro is donating to Hurricane Ian relief. Marlboro's concern should also extend to [tobacco's global footprint and the toll it takes on climate change](#).

Right: Marlboro matched rewards point donations to the American Red Cross through 11/11/22 to help support communities affected by Hurricane Ian. (Email received Oct. 28, 2022)

