

From: Sophie Greenebaum

Sent: Jan 03, 2025 15:51:58.000000000 UTC

Subject: RE: Zyn Rewards Program

To: Buzby, Maureen <mbuzby@CityofMelrose.org>

Sounds good. Please let me know how I can help!

Sophie Greenebaum (she/her)

MVPHC Prevention Coordinator

MYSTIC VALLEY PUBLIC HEALTH COALITION

85 George P. Hassett Drive, Room 205, Medford, MA 02155

sgreenebaum@medford-ma.gov | +1 860-597-9033

From: Buzby, Maureen <mbuzby@CityofMelrose.org>

Sent: Friday, January 3, 2025 10:44 AM

To: Sophie Greenebaum <sgreenebaum@medford-ma.gov>

Subject: RE: Zyn Rewards Program

I think this may be something for the AG's Office. I'll try to connect with someone. I used to have a good contact there but she went to the State House with Maura.

From: Sophie Greenebaum <sgreenebaum@medford-ma.gov>

Sent: Friday, January 3, 2025 10:36 AM

To: Buzby, Maureen <mbuzby@CityofMelrose.org>

Subject: RE: Zyn Rewards Program

From what I can tell, people are accessing the rewards with a QR code printed onto the packaging of the Zyn container and then registering on Zyn's website. I feel like the only way to block rewards here is through MA-specific packaging or some sort of location blocker on Zyn's website. I'll do some digging but please let me know if you hear anything else.

Sophie Greenebaum (she/her)

MVPHC Prevention Coordinator

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From: Buzby, Maureen <mbuzby@CityofMelrose.org>

Sent: Friday, January 3, 2025 10:33 AM

To: Sophie Greenebaum <sgreenebaum@medford-ma.gov>

Subject: RE: Zyn Rewards Program

Technically not allowed. We tell retailers that but not sure what happens at the cash register. We don't do any compliance checks on that. The only compliances checks we do (officially) are for underage sales and flavors. Something to think about. Remind me

from time to time to see if we've made any progress. I did ask my program manager to put it on a future meeting agenda.

From: Sophie Greenebaum <sgreenebaum@medford-ma.gov>
Sent: Friday, January 3, 2025 10:28 AM
To: Buzby, Maureen <mbuzby@CityofMelrose.org>
Subject: RE: Zyn Rewards Program

Since couponing isn't allowed, are Zyn rewards available in MA? Or is it restricted?

Sophie Greenebaum (she/her)
MVPHC Prevention Coordinator
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From: Buzby, Maureen <mbuzby@CityofMelrose.org>
Sent: Friday, January 3, 2025 10:24 AM
To: Sophie Greenebaum <sgreenebaum@medford-ma.gov>
Subject: RE: Zyn Rewards Program

Thank you for sharing. Yes, I have seen this. We are appalled and trying to figure out how to handle. Couponing is not allowed on tobacco products in Massachusetts. Just one more reason for moving ahead with NFG!

From: Sophie Greenebaum <sgreenebaum@medford-ma.gov>
Sent: Friday, January 3, 2025 10:09 AM
To: Buzby, Maureen <mbuzby@CityofMelrose.org>
Subject: Zyn Rewards Program

Hi Maureen,

I can't remember who told me about this, so maybe it was you! But regardless, I thought you would be interested in reading about the [Zyn rewards program](#). I'm guessing you already knew about this, but I didn't!

Sophie

Sophie Greenebaum (she/her)
MVPHC Prevention Coordinator
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85 George P. Hassett Drive, Room 205, Medford, MA 02155

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