

# **Headlines / descriptor examples**

# Germ B Gone!

aka Hand Sanitizer

Clean hands  
are the #1 way to  
keep kids healthy.



# Germ Crusher!

aka Hand Sanitizer

Clean hands  
are the #1 way to  
keep kids healthy.





Life vests  
are  
the best!



Sunscreen  
beats  
sunbeams!



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TRAUMA CENTER  
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LEVEL I  
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Life vests  
are  
the best!

Sunscreen  
beats  
sunbeams!

Life vests  
are  
the best!



# KMART FASHION

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Fashion

## POSITIVELY POSH

**CELEB STYLE!**  
VICTORIA BECKHAM



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VICTORIOUS VICTORIA  
Add some spice with Victoria's style.

THIS SHOE'S FOR HUE

SWERVY CURVES

# KMART FASHION

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## KICKY PICKS

### TOUR DE SHOE



[CHECK IT OUT ▶](#)

VICTORIOUS  
VICTORIA

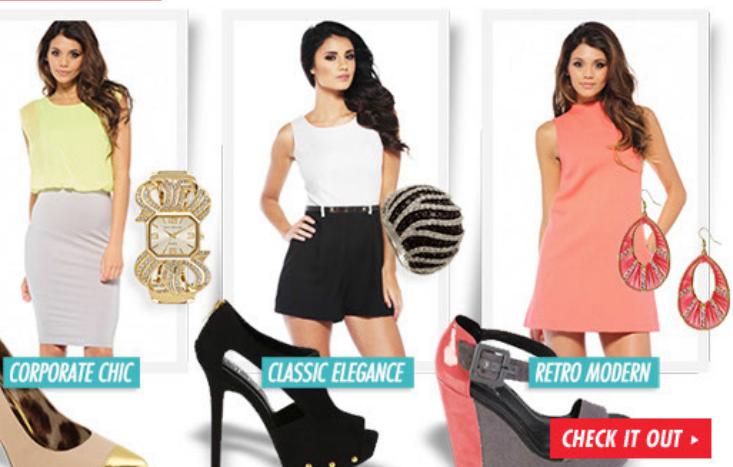
THIS SHOE'S FOR HUE  
Go colorblind with these wedges.

SWERVY CURVES

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## OUI! OUI!



VICTORIOUS  
VICTORIA

THIS SHOE'S FOR  
HUE

SWERVY CURVES  
Coming to your closet.

[CHECK IT OUT ▶](#)

## PUT A BOW ON IT

JAMMIN' JELLIES Bows for your toes.



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JAMMIN' JELLIES  
Bows for your toes.

SPLASHING,  
DARLING

LACE UP

style siper

## SWIMMING'S TRIMMINGS

Swim Style



[CHECK IT OUT ▶](#)

JAMMIN' JELLIES

SPLASHING, DARLING  
Grab the eye of that pool guy.

LACE UP

## SKIRT THE ISSUE



LACE  
LUV

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JAMMIN' JELLIES

SPLASHING,  
DARLING

LACE UP  
Lookin' leggy in lace.

JAMMIN' JELLIES

SPLASHING,  
DARLING

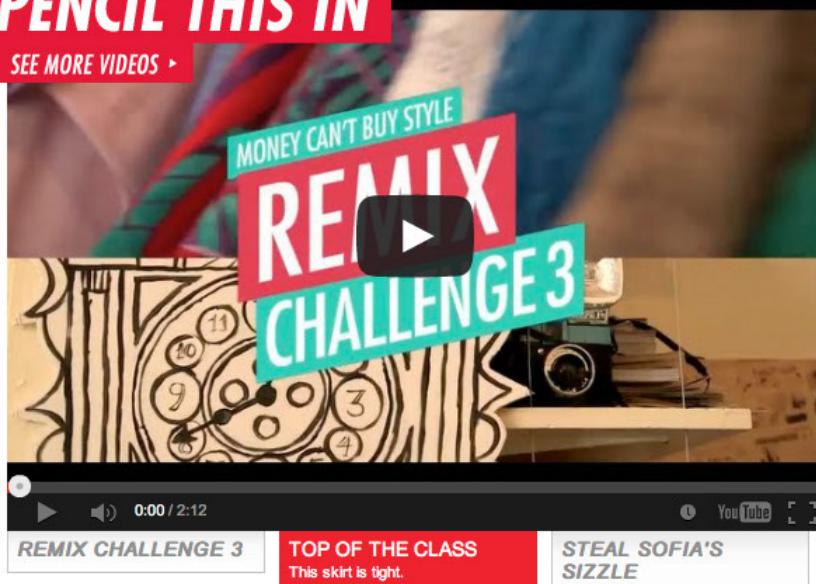
LACE UP  
Lookin' leggy in lace.

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## PENCIL THIS IN

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## CURVES AHEAD



style sips

## EASY PIECE-Y

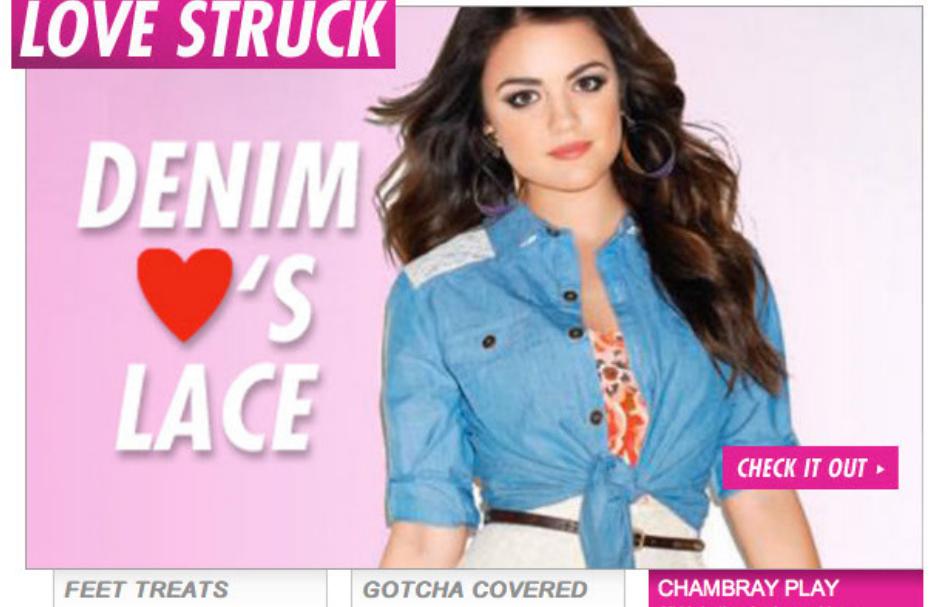
### ROCK THE ROMP



style sips

## LOVE STRUCK

DENIM  
♥'S  
LACE



# KMART FASHION !

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## FIXIN' FOR MIXIN'

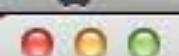


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## DROP IT LOW

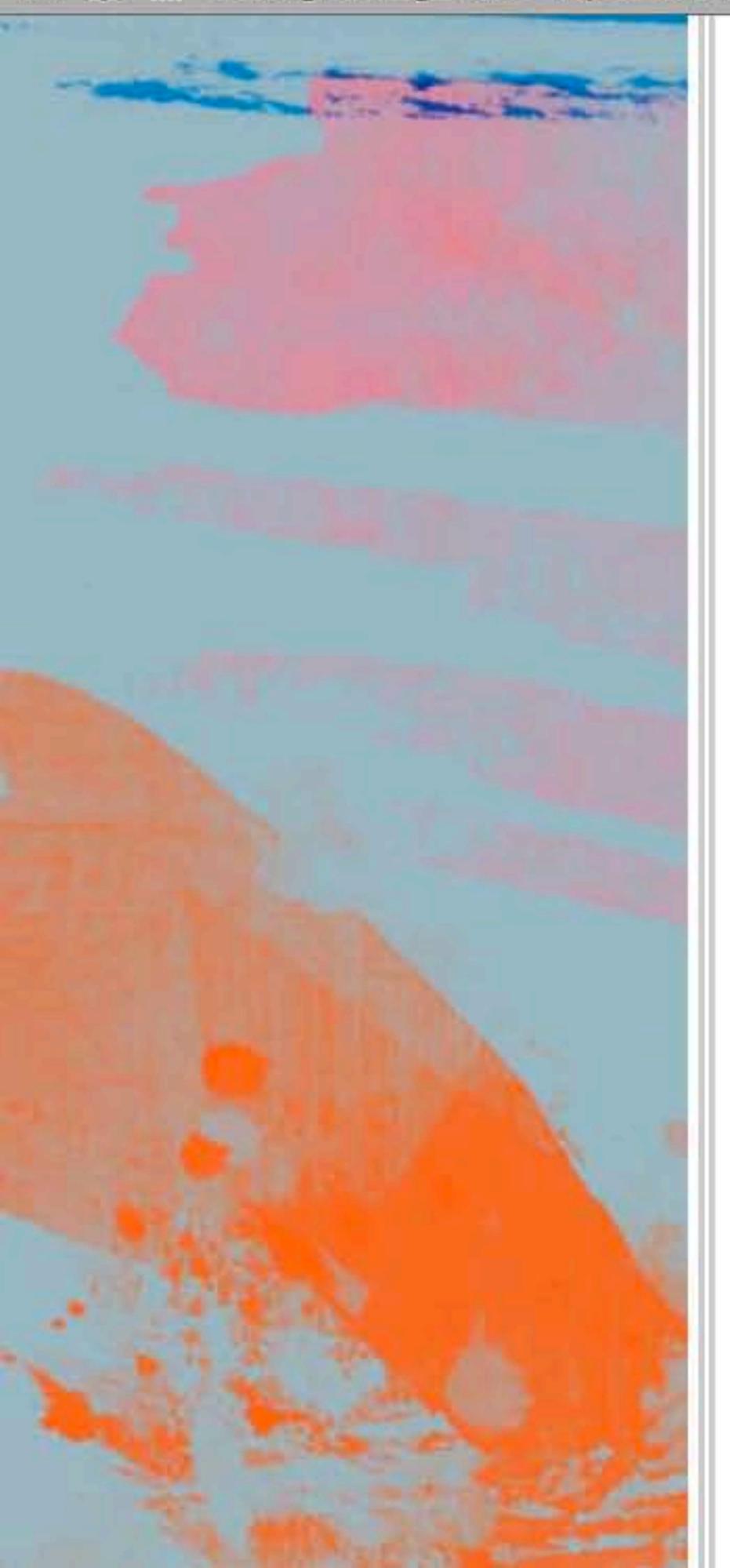




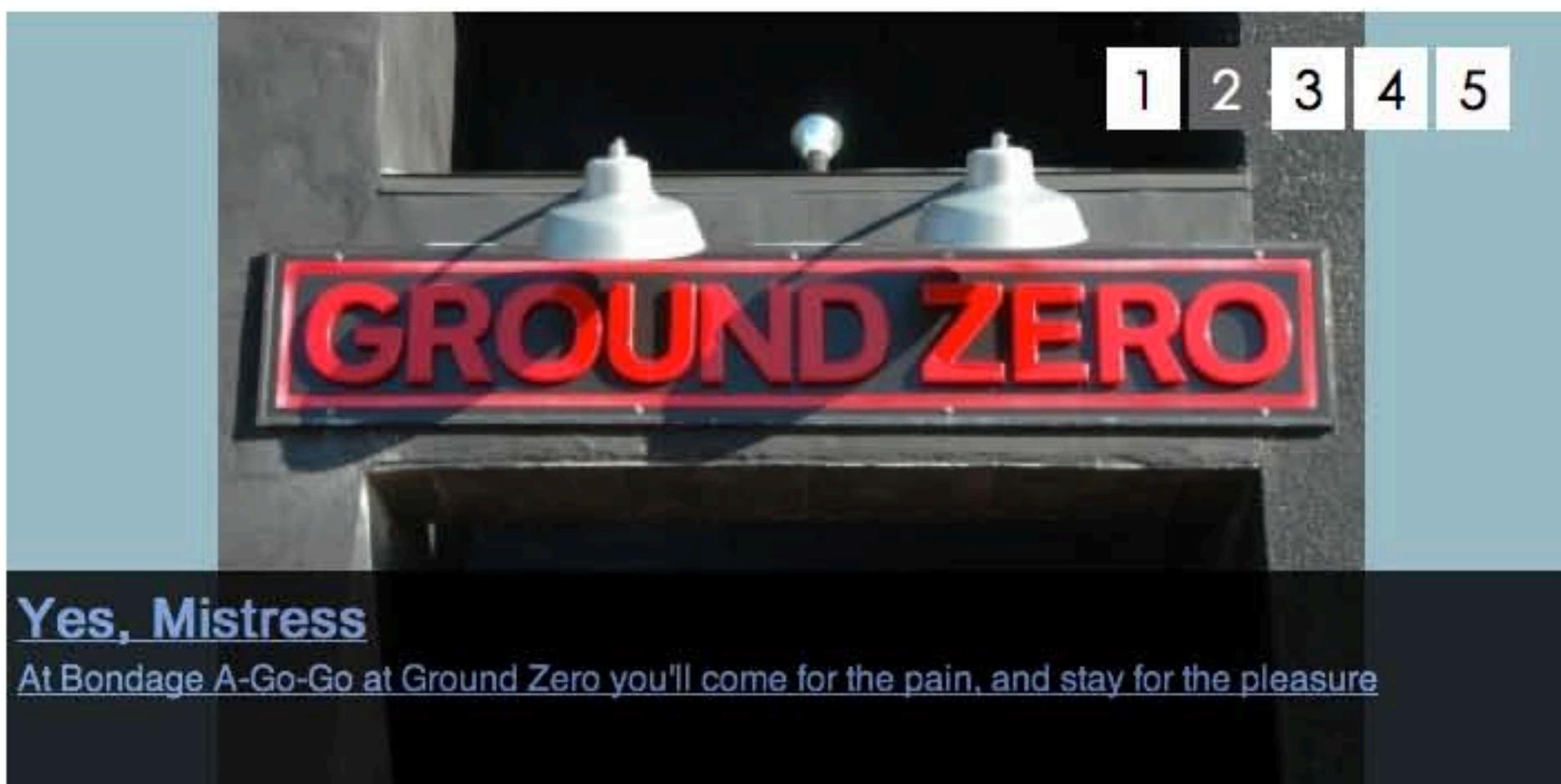
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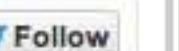
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## [Smile and say, "Me!"](#)

Taking pictures of food is so 2012, this year it's all about you

## Featured Stories

## Art

A Color Map of the

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Friday Jul 12 Events

Rally: Justice for Terrance Franklin

Tandem Vintage Summer Sale

Turnt Up! July Heat Edition

Yoga Rocks the Park

Foot Orgasm Syndrome  
No more pussyfooting around

Featured Stories Art



60

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## Milk Schmilk

Alternatives to cow milk provide the calcium you need and none of the hormones you don't.

## Featured Stories



### Milk Schmilk

Alternatives to cow milk provide the calcium you need and none of the hormones you don't.

-Liz Spielman

## Art

### Room 237

A Film Review  
(more)

### A Color Map of the

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17h

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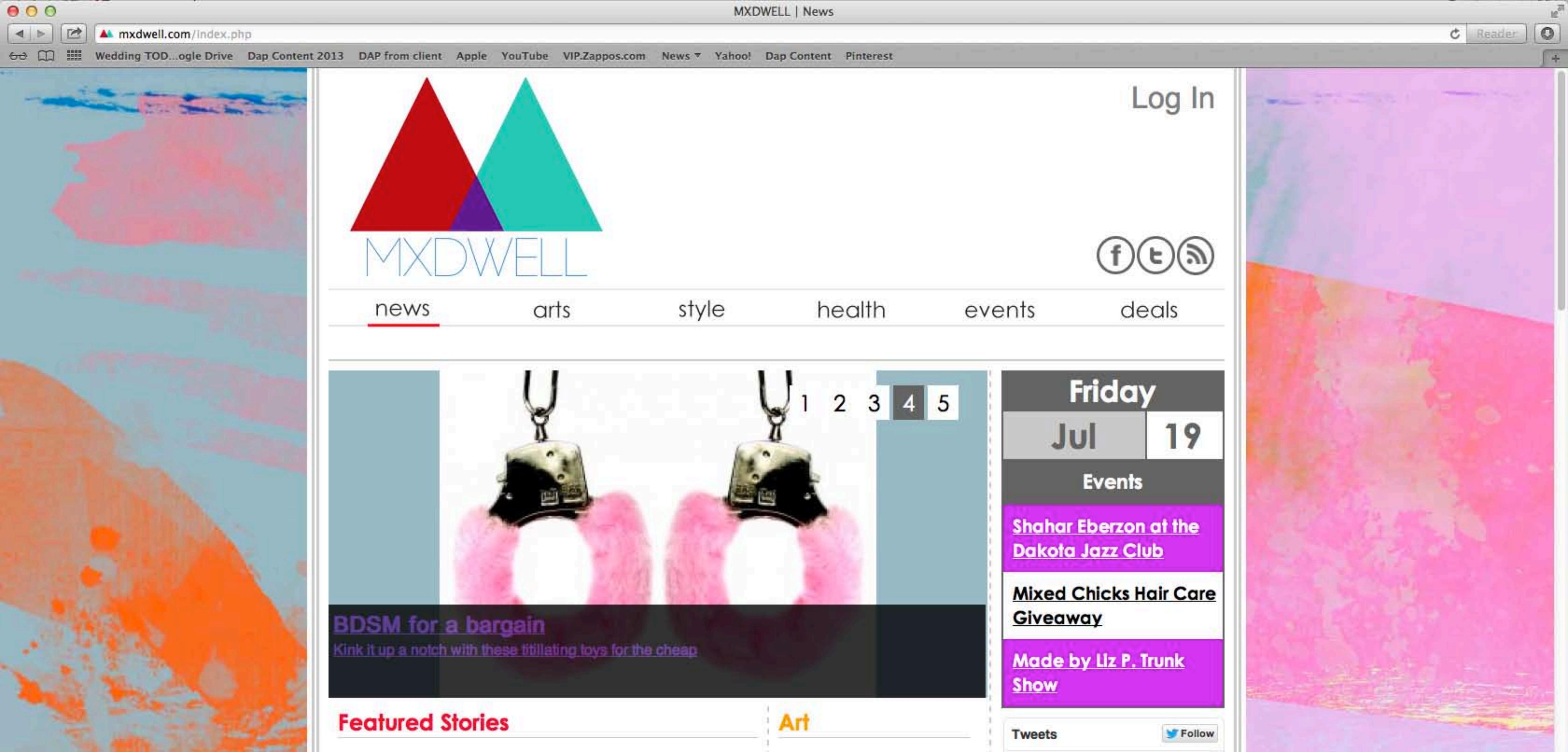
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15 Jul

TONIGHT: Justice for Trayvon Martin  
and Terrance Franklin - Let's show up



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## BDSM for a bargain

Kink it up a notch with these titillating toys for the cheap

1 2 3 4 5

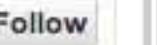
**Friday****Jul 19****Events**

[Shahar Eberzon at the Dakota Jazz Club](#)

[Mixed Chicks Hair Care Giveaway](#)

[Made by Liz P. Trunk Show](#)

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