

Picture 1

ONE CHILD IS HOLDING SOMETHING
THAT'S BEEN BANNED IN AMERICA
TO PROTECT THEM.
GUESS WHICH ONE.

LITTLE RED RIDING HOOD
written and illustrated by
TRINA SCHENK HEDGECOCK

We keep 'Little Red Riding Hood' out of schools because of the bottle of wine in her basket. Why not assault weapons?
MOMSDEMANDACTION.ORG

**MOMS
DEMAND
ACTION**
FOR GUN SENSE
IN AMERICA

Picture 2

The image features a man whose face and body are vertically split down the middle. The left side of his face and torso are covered in white tribal-style paint markings. He wears a grey baseball cap with a feather on the left side and a yellow Lakers jersey on the right side. He is holding a large, raw meat bone in his left hand. The background is a plain, light grey. Text labels for the pizza flavors are placed on either side of the man, and a small pizza box is in the bottom right corner.

CALIFORNIA
Sausage, maize, chili, ham, green
and black olives

MEAT
Ham, sausage, bacon and meat

PLANET PIZZA

One pizza, two different flavors.

Picture 3

**OFFICIAL
WRISTBAND
OF THE SUMMER**

Coca-Cola

ORIGINAL TASTE
Coca-Cola

TASTE THE FEELING

Picture 4

**THIS IS AN
AD FOR MEN.**

Hire more women in leadership roles. We're all worth it.

Employee satisfaction

+24%*

Mentoring score
for female leaders.

Leadership review

L'ORÉAL
PARIS

*Korn Ferry Hay Group study, March 2016. Data from 55,000 professionals in 90 countries. "New research shows women are better at using soft skills crucial for effective leadership and superior business performance." www.kornferry.com

The advertisement features a red background. A mascara wand with a gold handle and black bristles is positioned horizontally. The bristles are coated with a thick, dark red mascara, which is shaped into a bar chart. The chart has five vertical bars of increasing height from left to right. To the right of the chart, a dashed vertical line connects the top of the tallest bar to the text '+24%*'. Above this line is the text 'Employee satisfaction' and below it is 'Mentoring score for female leaders.' Below the chart, the text 'Leadership review' is written. At the bottom center is the 'L'ORÉAL PARIS' logo. At the very bottom, in small text, is a footnote about a Korn Ferry Hay Group study.

Picture 5

A full-page advertisement for Colgate Optic White toothpaste. The background is a soft-focus image of Gene Wilder as Willy Wonka, wearing his signature black top hat, a red shirt, and a blue patterned scarf. He is smiling broadly, showing off his exceptionally white teeth, and holding a blue toothbrush in his right hand. The background is a warm, bokeh-style mix of reds and oranges. In the top left corner, the Colgate logo is displayed in white on a red rectangular background. The main headline, 'Put your best smile forward', is written in a large, bold, red serif font. Below this, on a semi-transparent red curved banner, is the text 'WHITER TEETH IN JUST 5 DAYS*'. Underneath the banner, in smaller white text, is a paragraph about the product's whitening formula. Below that is the phrase 'No wonder everyone is talking.' and a footnote about the whitening claim. In the bottom right corner, a tube of Colgate Optic White toothpaste and its corresponding box are shown, both featuring the brand name and 'OPTIC WHITE' in white text on a red background.

Colgate

**Put your
best smile
forward**

WHITER TEETH IN JUST 5 DAYS*

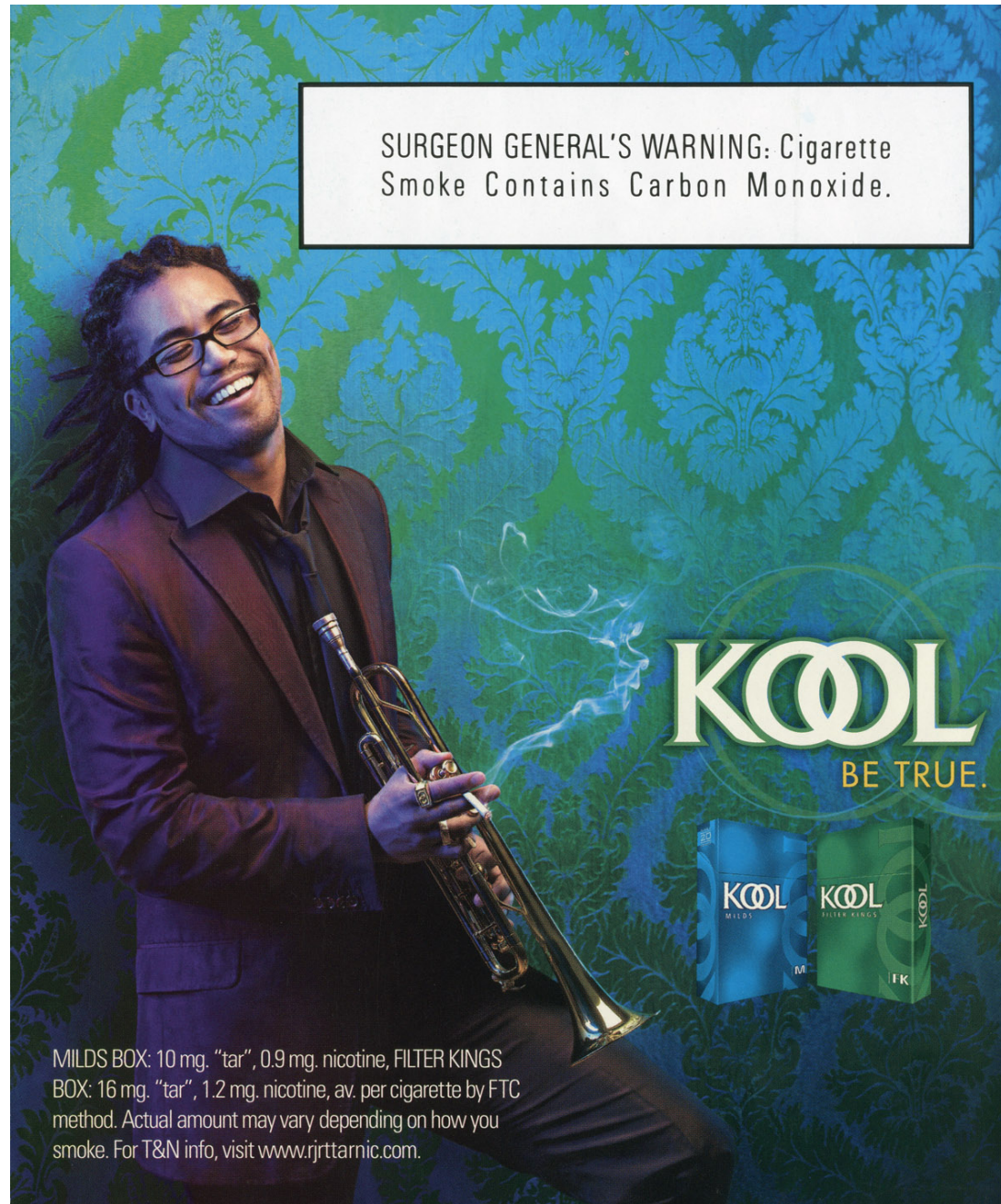
NEW Colgate Optic White has a high impact formula to make it easier to whiten as you brush. Clinically proven to whiten more than 3 shades in just one week.

No wonder everyone is talking.

* Based on twice daily use for four weeks

Colgate OPTIC WHITE
SAME WHITENING INGREDIENT AS STAIN-FIGHTING OPTIC WHITE
4.7 FL OZ (135g)

Picture 6



SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

KOOL
BE TRUE.

MILDS BOX: 10 mg. "tar", 0.9 mg. nicotine, FILTER KINGS
BOX: 16 mg. "tar", 1.2 mg. nicotine, av. per cigarette by FTC
method. Actual amount may vary depending on how you
smoke. For T&N info, visit www.rjrttarnic.com.

Picture 7

No trade 'em for Manhattan



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"The best to you each morning"

Kellogg's CORN FLAKES

Best liked (World's favorite)
Best flavor (Kellogg's secret)
Worst to run out of ("Pick up a spare,"
says Yogi Bear)

Picture 8



Picture 9



WHAT GOES IN THE OCEAN GOES IN YOU.

RECENT STUDIES ESTIMATE THAT FISH OFF THE WEST COAST INGEST
OVER 12,000 TONS OF PLASTIC A YEAR. FIND OUT HOW YOU CAN HELP
TURN THE TIDE ON PLASTIC POLLUTION AT WWW.SURFRIDER.ORG/RAP

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Source: Davison D. Arch PC (2011) Plastic Ingestion by mesopelagic fishes in the North Pacific
Subtropical Gyre. Mar Ecol Prog Ser 432:115-125



SURFRIDER
FOUNDATION



**RISE
ABOVE
PLAS
TICS**

Picture 10

