

Picture 1



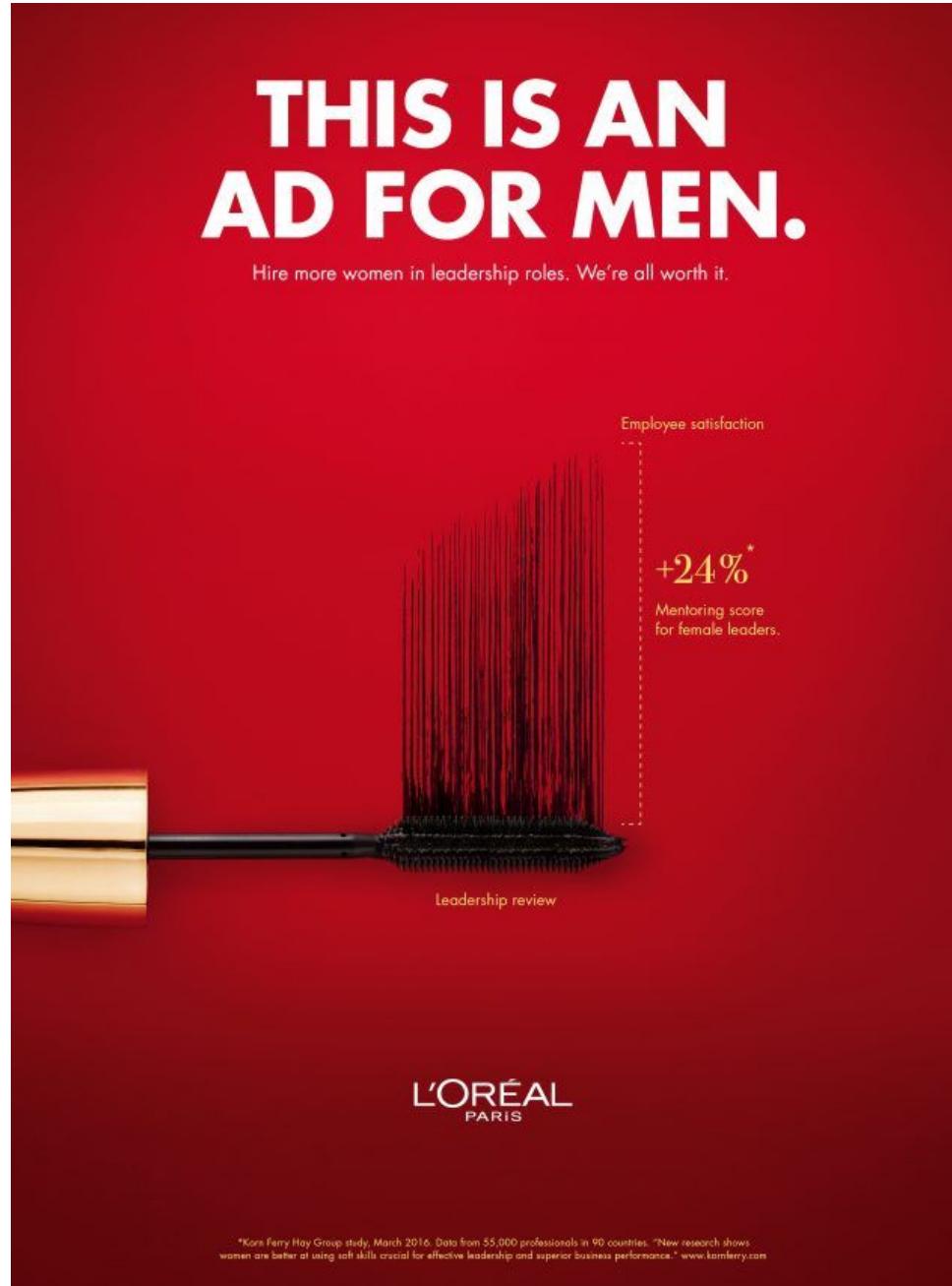
Picture 2



Picture 3



Picture 4



Picture 5

The advertisement features the iconic character of the Joker from the Batman comic book series and movie. He is depicted with his signature purple face paint, white hair, and a wide, toothy grin showing his white teeth. He wears his signature black fedora hat and a purple suit jacket over an orange shirt and blue bow tie. In his right hand, he holds a pink toothbrush. The background is a soft-focus red and orange. The Colgate logo is in the top left corner. The main headline reads "Put your best smile forward" in bold red text. Below it, a red banner contains the text "WHITER TEETH IN JUST 5 DAYS\*". A smaller text block states: "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." At the bottom, it says "No wonder everyone is talking." and "\*Based on twice daily use for four weeks". A tube of Colgate Optic White toothpaste is shown at the bottom right.

**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

**Picture 6**



Picture 7

No trade 'em for Manhattan.

A vintage Kellogg's Corn Flakes advertisement. At the top, a Native American man with a serious expression wears a black wide-brimmed hat and a patterned band around it. He has two colorful feathers in his hair. He is holding a box of Kellogg's Corn Flakes cereal. The box is white with orange and green accents, featuring a stylized bird logo. Below the box, a bowl is filled with yellow corn flakes. The background is a solid reddish-orange color. At the bottom, the Kellogg's logo is written in its signature red script, followed by "CORN FLAKES" in a smaller, bold, sans-serif font. A quote in red reads, "The best to you each morning". To the right of the quote, three statements are listed in small text: "Best liked (World's favorite)", "Best flavor (Kellogg's secret)", and "Worst to run out of ("Pick up a spare," says Yogi Bear)".

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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

come  
as you  
are.



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](http://WWW.SURFRIDER.ORG/RAP)

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Source: Davidson et. Al. (2011) Plastic ingestion by mesopelagic fishes in the North Pacific:  
Biogeograph. Mar. Ecol. Proj. Ser. 431:113-118



Picture 10

