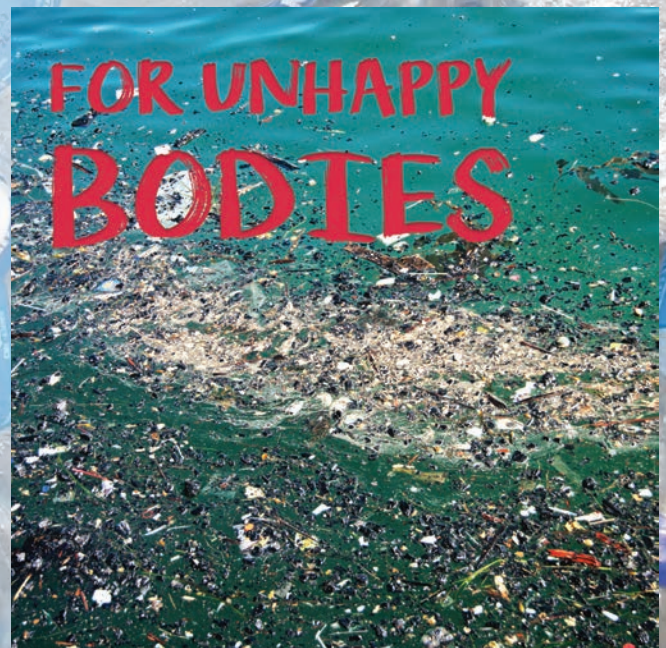




**Advertisements
appeal not to our
NEEDS but to our
desires, our
wants, our fears.**

**For a healthier lifestyle...
For a happier family...
For exotic vacations...**

**Without regard
for the impact,
cost or
consequence...**





**Advertisements
are no longer
fact-based...**

Instead selling us on EMOTION.

*"Aquafina to say it comes from
same source as Tap Water"*

- USA Today

*"The US has one of the safest
water supplies in the world"*

- National Geographic

*Tap water has "stricter regulations"
than bottled water.*

- Scientific American

*"Eighty Percent
of the water bottles
we buy end up in
landfills..."*

- Huffington Post



iPhone 6 S
Ridiculously Powerful



Here we see not just desire, but the love of technology.

Rapid advancement in tech has

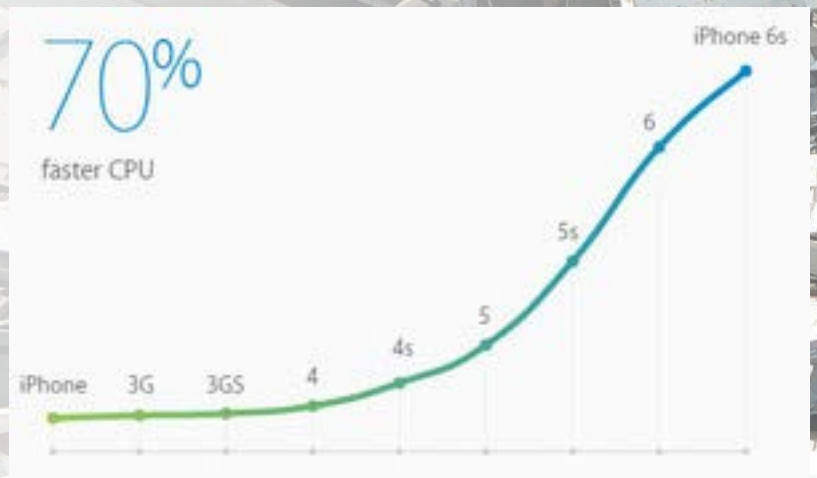
given us improvements in performance unparalleled in history. But is it really necessary for most?

“And even then, does it really matter? There's a strong argument to be made that processor performance, even in low-cost, entry-level PCs, has reached a level that's good enough for most users”

- CNET

“Most people don't need to worry about processors anymore.”

- Lifehacker



iPhone 6
Bigger than bigger



**We do love
bigger, better,
faster, shinier**

**But at what
cost?**

“Only about 14-17% of cellphones are recycled each year. The EPA estimates that more than 135 million cellphones were trashed in 2010 alone.”

- Planet Green Recycle

“Mobile phones contain harmful toxins including lead, mercury, arsenic, cadmium, chlorine and bromine, which can leak into the groundwater and bioaccumulate in the food chain causing detrimental damage to the soil, water supply, vegetation, animals and humans.”

- E-Cycle



“Up to 90% of world’s electronic waste is illegally dumped, says UN”

- The Guardian

“20th century advertising is the most powerful and sustained system of propaganda in human history and its cumulative cultural effects, unless quickly checked, will be responsible for destroying the world as we know it. As it achieves this it will be responsible for the deaths of hundreds of thousands of non-western peoples and will prevent the peoples of the world from achieving true happiness. Simply stated, our survival as a species is dependent upon minimizing the threat from advertising and the commercial culture that has spawned it.”

- Professor Sut Jhally

