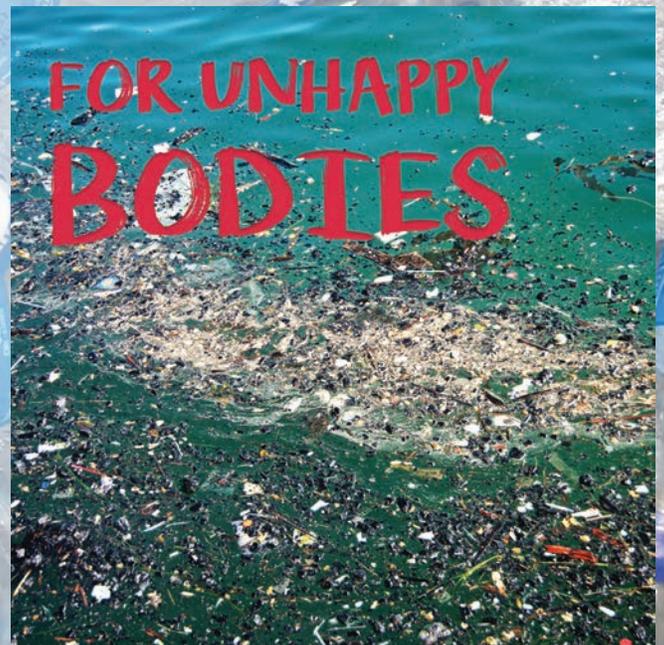


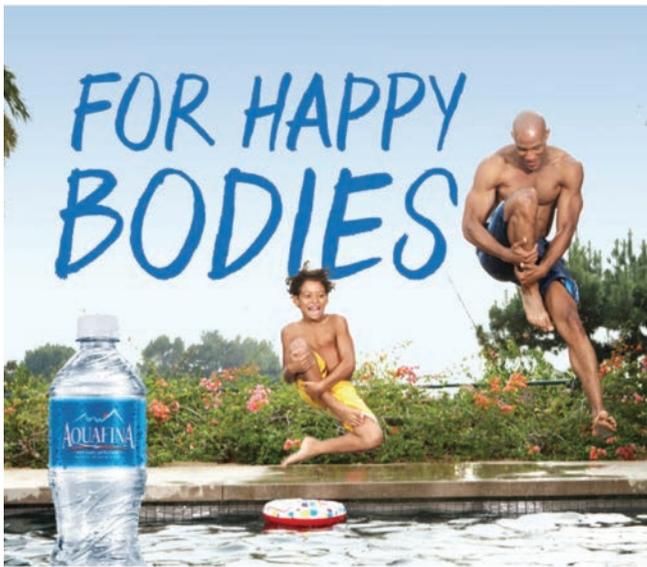


**Advertisements  
appeal not to our  
NEEDS but to our  
desires, our  
wants, our fears.**

**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**

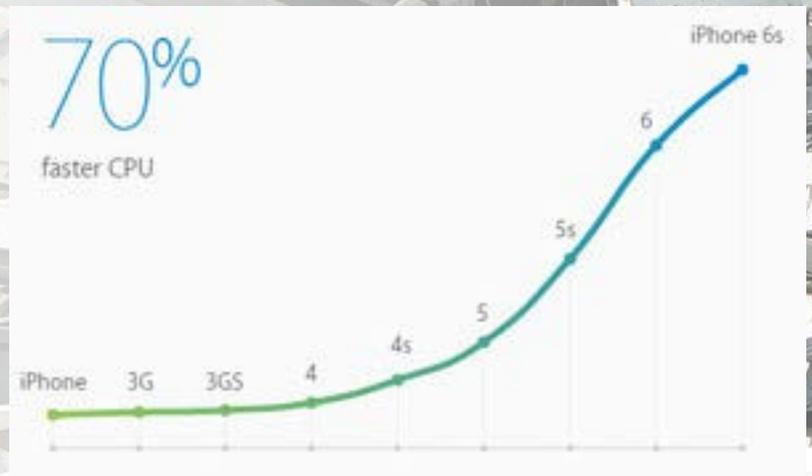
**given us improvements in performance unparalleled in history. But is it really necessary for most?**

*“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*

