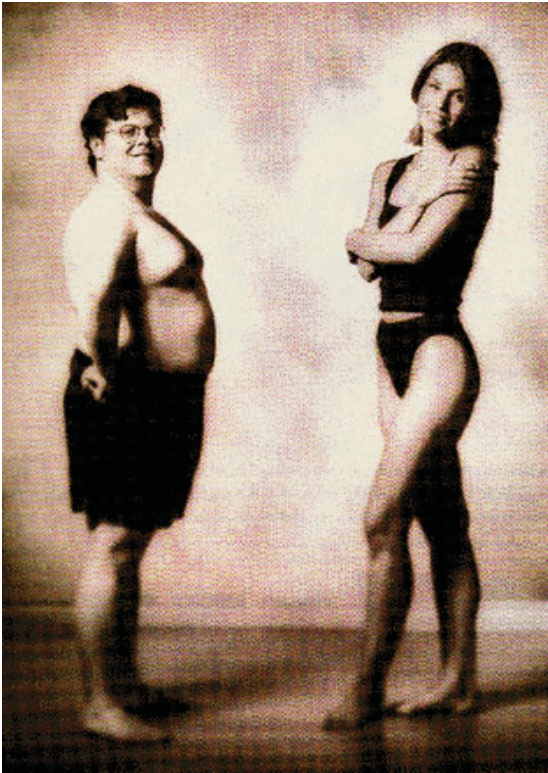


## Special K Advertisement #1



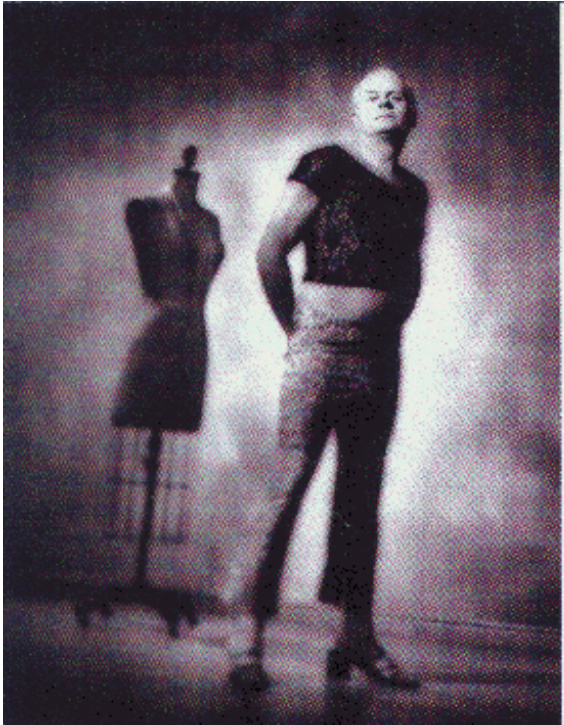
### **IRONICALLY, SHE'S THE ONE WORRIED ABOUT HER WEIGHT**

We're always the ones more likely to be concerned. Even when we have nothing to be concerned about. But looking your best is about being strong and healthy – not obsessive. Look good on your own terms. Exercise. Refuse to skip meals. Start with a balanced breakfast every morning and go from there. Kellogg's\* Special K\* cereal is low in fat and a source of essential nutrients so it's a light, sensible way to start your day. After all, there's no reason to let your weight control you. Especially if you're like her and have nothing to lose.

*Kellogg's*  
**Special K**

A healthy body weight looks good on everyone

## Special K Advertisement #2



### **IF ONLY DESIGNERS HAD TO LIVE UP TO THE SAME STANDARDS THEY'VE SET FOR US**

It's time the people who set appearance standards realized that looking your best is about being strong and healthy – not underweight. Look good on your own terms. Exercise. Refuse to skip meals. Start with a balanced breakfast every morning and go from there. Kellogg's\* Special K\* cereal is low in fat and a source of essentials so it's a light, sensible way to start your day. After all, if the standards you judge yourself by aren't your own, they shouldn't carry any weight.

*Kellogg's*  
**Special K**

A healthy body weight looks good on everyone