

## Seductive Greed;

I made my artwork as a critique of big soda companies that manipulate their consumers into buying their products. They do ads with sexy women and men on the beach. "Happiness is Coke" "for the love of it" despite the harmful level the public consumes it. This consumption contributes to rising levels of obesity, tooth decay, heart disease, and diabetes. The soda companies pay doctors, dietitians, and the government to ignore the effect soft drink has on human beings and instead diverts focus onto individual choice and lack of exercise as the reason for global declining health. I tried to communicate this message through the women on the poster protesting the depiction of these companies, and make a commentary on the sugar industry's exploitation of the human need for food, drink, and sex.