



**MAN**, the consumer.

Man the consumer is the only man in the world who is not defined by the products he consumes but by the products he consumes.



The man who is not defined by the products he consumes but by the products he consumes is the only man in the world who is not defined by the products he consumes but by the products he consumes.



Man the consumer may carry a few discreet trade marks about his person...

Every man who is not defined by the products he consumes but by the products he consumes is the only man in the world who is not defined by the products he consumes but by the products he consumes.



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