

## How observant are you?

Do not glance at the end until you have looked at the three photos! Pay close attention to each scene. Tricky Colgate has created a very ingenious advertising campaign to promote their dental floss. But.... before I explain to you the main detail of these images, I will let you observe them quietly on your own.

### COUPLE 1



### COUPLE 2



## COUPLE 3



Alright..... now that you've had time to quietly observe the images.....

- \* In the first photograph, you might have noticed that the woman has six fingers on her left hand,
- \* In the second photograph, a phantom arm is floating behind the man,
- \* and in the third photograph, the man has only one ear.

The campaign attained its purpose. It proved that food debris on your teeth draws more attention than any physical defect does.

How well did you do??

You failed the whole thing?

So did I !!

So now you know that no matter what physical "defect" you might feel self-conscious about, just stick a chunk of spinach between your front teeth and no one will notice anything else about you!

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