



LUNG

These images are taken from one of a series of adverts produced for the Australian National Tobacco Campaign launched in 1997. This advert, called "Lung", illustrates the harmful effect of tobacco smoke on progressive lung disease. For more information about the advertising strategy used in this advert, see Hill and Carroll (pp ii9–14 this issue).



BRAIN

These images are taken from one of a series of adverts produced for the Australian National Tobacco Campaign launched in 1998. This advert, called "Brain", illustrates the increased risk of stroke caused by cigarette smoking. For more information about the advertising strategy used in this advert, see Hill and Carroll (pp ii9–14 this issue).

