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Life gets plain if you don't add flavor.  
**Life's tasty. Crunch on.**



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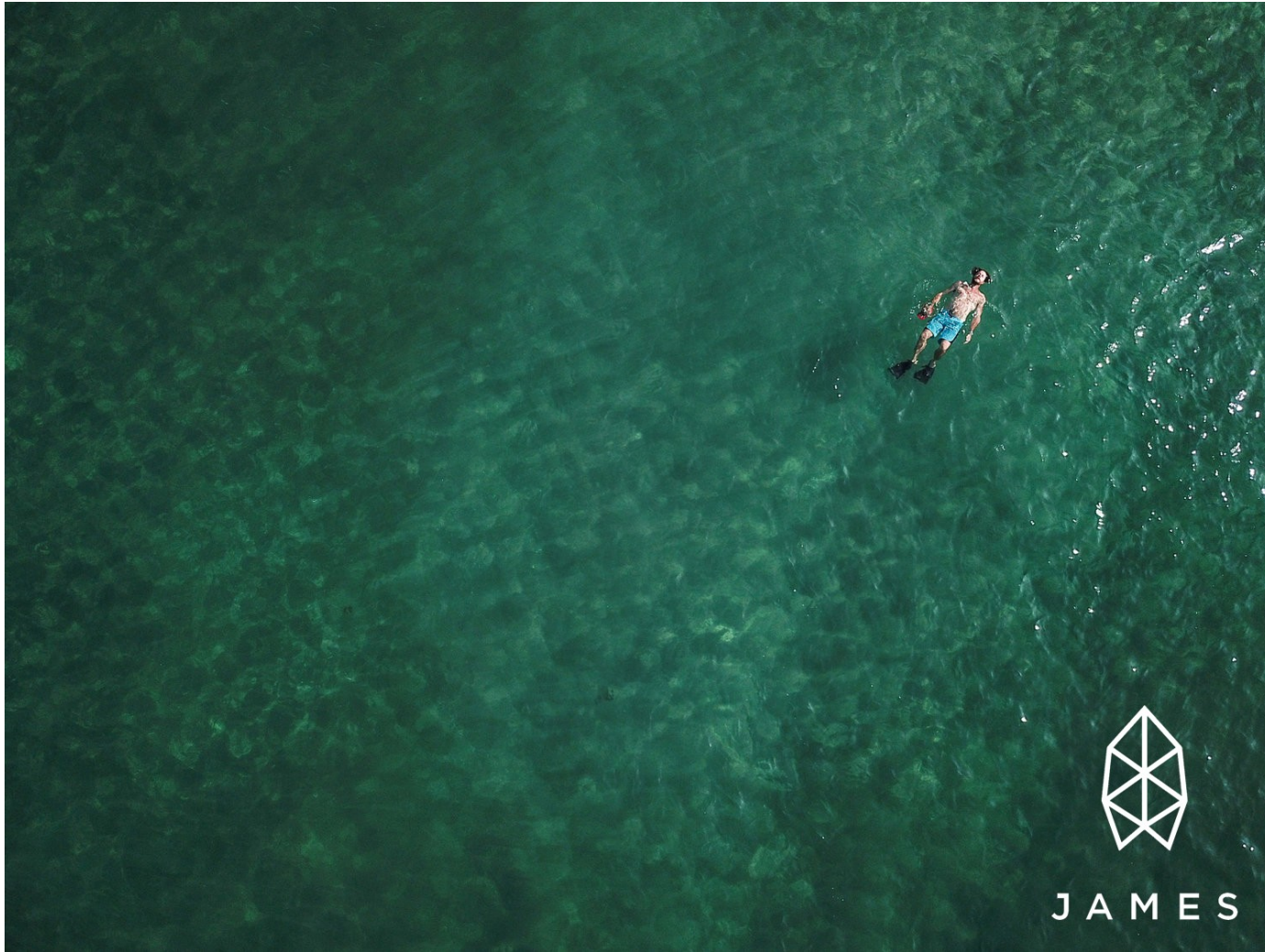


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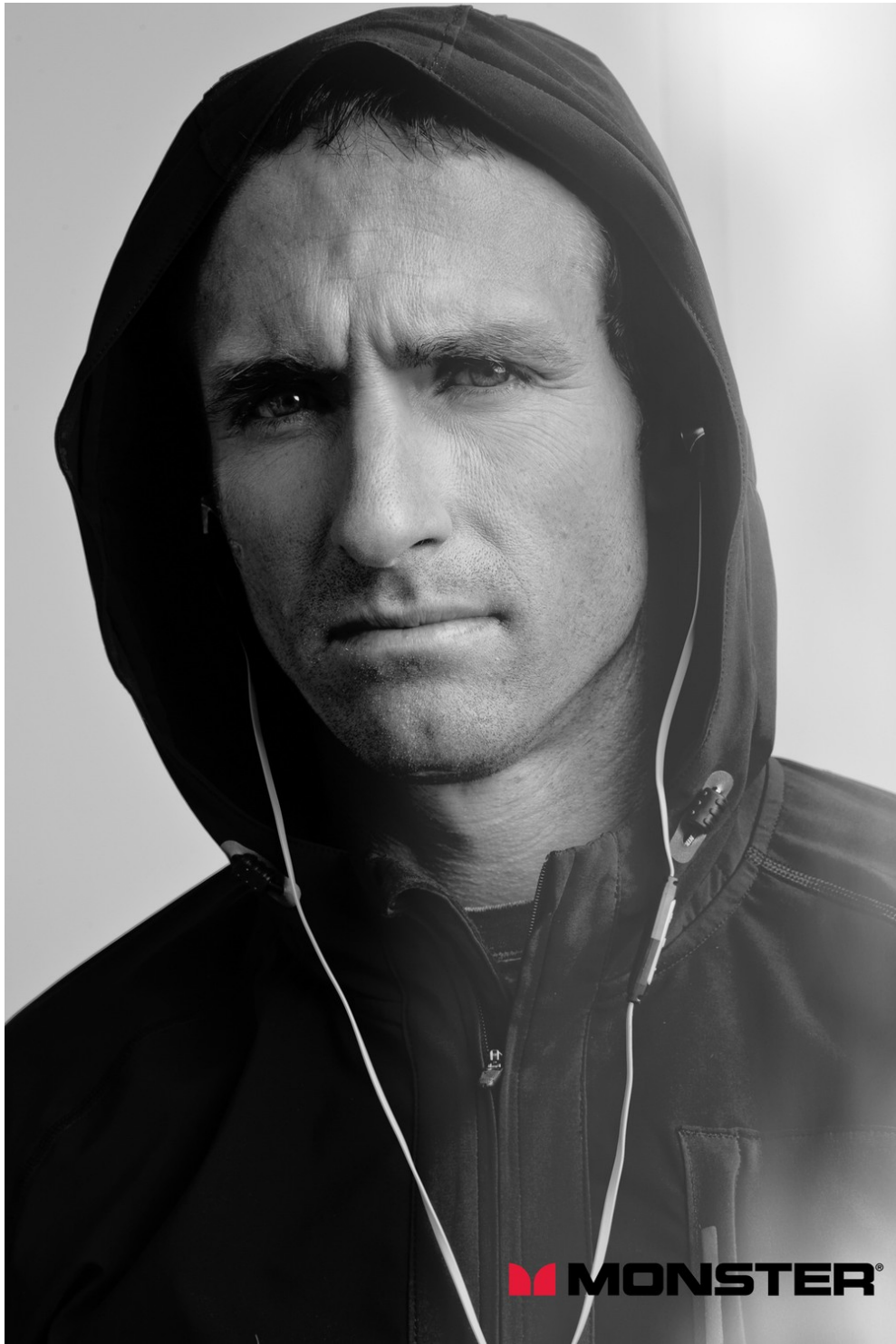
Lay's  
**KETTLE COOKED**  
OLIVE OIL & HERBS  
FLAVORED  
LIGHTLY SALTED

The advertisement features a woman in a black wetsuit holding a purple surfboard against a rocky coastline. In the foreground, a bag of Lay's Kettle Cooked chips (Olive Oil & Herbs Flavored, Lightly Salted) is shown next to several loose chips.

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