

Art Department



Embry Rucker

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



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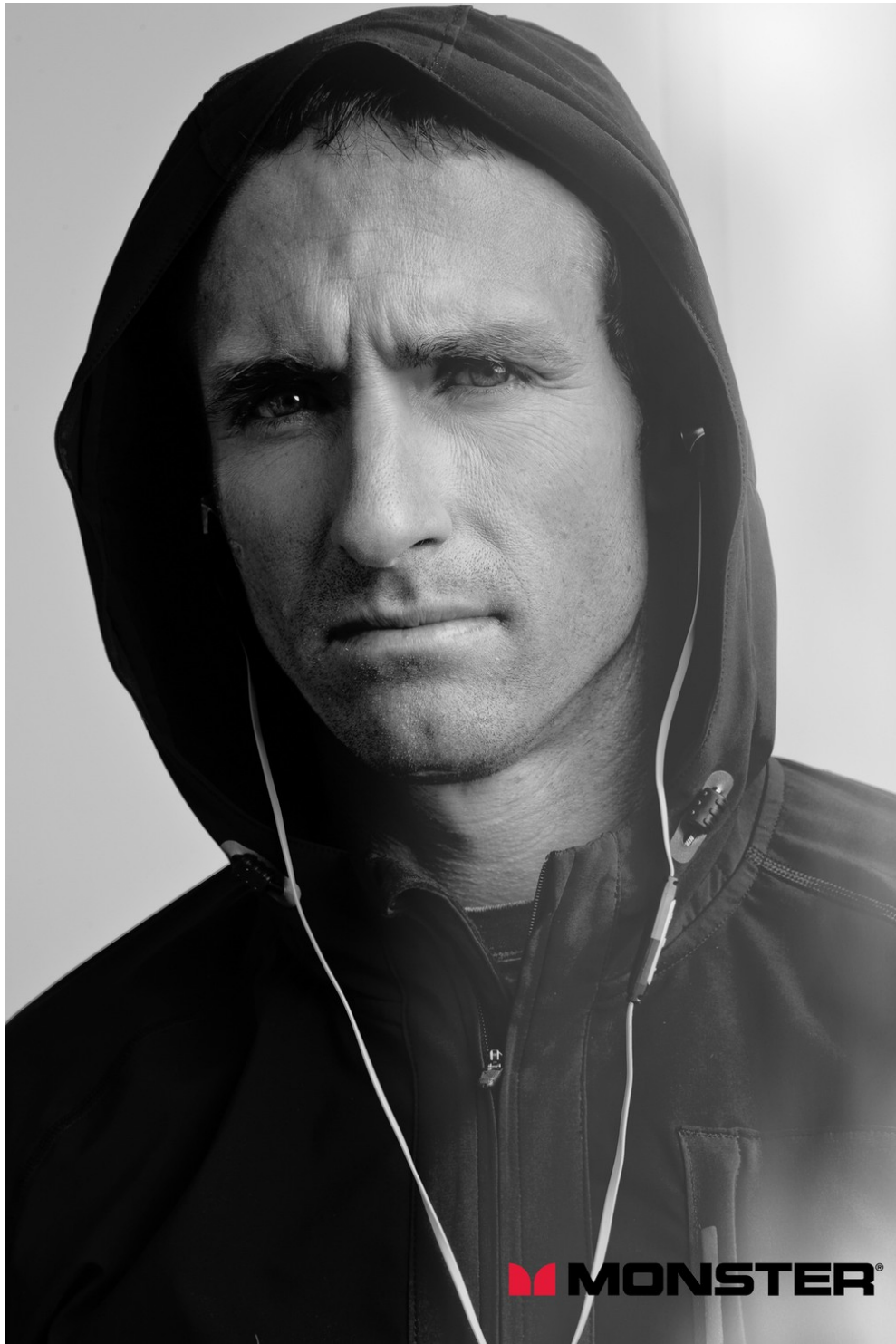
Lay's
KETTLE COOKED
OLIVE OIL & HERBS
FLAVORED
LIGHTLY SALTED

The advertisement features a woman in a black wetsuit holding a surfboard against a rocky coastline. In the foreground, a bag of Lay's Kettle Cooked chips (Olive Oil & Herbs Flavored, Lightly Salted) and several loose chips are displayed. The text 'Life gets plain if you don't add flavor. Life's tasty. Crunch on.' is positioned above the chips.

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