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**Product**

# C u l t u r a l J u d o

(to an actual advertising image)

440,000 US deaths are caused by cigarette smoking each year.

42,000 US deaths are caused by car accidents.

2985 people were killed in the Twin Towers.

1800+ US soldiers have died and over 15,000 wounded in Iraq and Afganistan since 2003.

A John Hopkins study estimates that over 100,000 civilian Iraqi men, women and children have been killed during the current war.