



**UNITED WE WIN**

**WORK. SAVE.**

**BUY GREEN.**

# C u l t u r a l   J u d o

Every dollar you pay for toxic goods and services multiplies their further production, and the likelihood you will be working in a job that produces toxic goods and services.

Every dollar you spend on clean, green, non-toxic products and services multiplies their further production, and the likelihood you will be working in a job that produces clean, green, non-toxic products and services.

**We Can Do It!**



**Resist Corporate  
Control!**

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

The workplace is  
authoritarian.

Our government is  
a democratic republic.

Our society is ruled by  
consumerism.

Who or what are you  
ruled by?

Your actions speak  
louder than words.

**You are not a**



**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.



**Are You**

**Product**  
in a system of  
**Self**  
Consumption?

# C u l t u r a l   J u d o

(to an actual advertising image)

Social behavior has  
become modality  
behavior.

Modalities are  
programming.

Consumer culture  
manufactures  
“acceptable” modalities.

Appropriate responses  
to Life cannot come  
from a modality state.



# Are You

A woman with dark hair pulled back, wearing a black long-sleeved dress, a chunky necklace, and a watch, is shown in profile. She has an expressive, open-mouthed look and her hands are held out in front of her, palms up, as if she is reacting to something. The background is a blurred indoor setting with warm lighting.

# Product or Consumer?

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

(to an actual advertising image)

The spectacle is  
consuming you, by  
you consuming it.

Only you can stop  
swallowing the  
emptiness.

Unplug now.

Only your Life  
can be lived.

# Are You

NEW YORK, BEVERLY HILLS, PALM BEACH, LOS ANGELES, COAST PALM, SAN FRANCISCO, LAS VEGAS, BAL HARBOUR, MIAMI BEACH, LOS ANGELES, BOSTON, ASPEN, HONOLULU, AMERICANA MANHATTAN, MANHATTAN, NEW YORK, AND SELECT SAKS FIFTH AVENUE, NEIMAN MARCUS, MACYS, MACYS MACYS, AND HOLT RENFREW LOCATIONS. 800.929.DIOR  
AVAILABLE AT [eluxury.com](http://eluxury.com)

# Product?

# C u l t u r a l   J u d o

(to an actual advertising image)

Is it you  
or what you are  
supposed to want?

Is consumerism a  
substitute for sex?

Is the ad selling you  
as a product  
to yourself?

Isn't love free?



# Are You

*Consumer*

SUNGLE BY BAUSCH & LOM FOR THE WETTABLE COLLECTION

# or Product?

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

(to an actual advertising image)

Agent Smith  
mirrors the function  
of social conformity.

Break the programming  
code.

Unplug now.

The playful revolution  
of Life is an experiment  
every moment.

# Martian



# Product Line Coming

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

(to an actual advertising image)

Things are tools.

Serving tools  
is slavery.

Tools should  
serve you.

Serving Life is  
freedom.

Life is free....



# Martian



# Products

# C u l t u r a l   J u d o

(to an actual advertising image)

Grecians consumed  
all their trees.

Easter Islanders  
consumed all their  
resources and extincted  
themselves.

The Earth has finite  
resources that are  
dwindling from misuse.

Is consumer culture  
planning for extinction?



# Martian

Product Line  
**Coming**

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

(to an actual advertising image)

Every master  
has a slave.

Every slave  
has a master.

Mastery over Life  
is slavery.

Mastery over things  
is freedom.

# Martian



Product Line  
**Coming**

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

(to an actual advertising image)

Every master  
has a slave.

Every slave  
has a master.

Mastery over Life  
is slavery.

Mastery over things  
is freedom.

# Martian



Product Line  
Coming

# C u l t u r a l   J u d o

(to an actual advertising image)

How about  
Life on Pluto?

How about  
sex on Pluto?

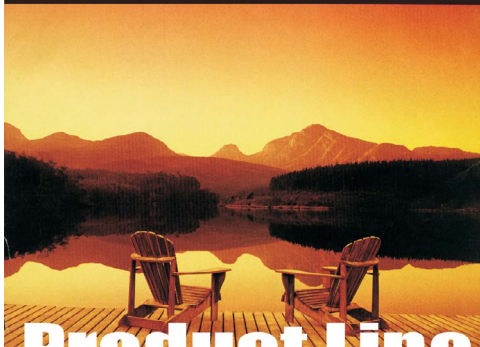
How about  
chewing gum on Pluto?

How about  
smoking cars on Pluto?

How about Life  
on Earth?



# Martian



**Product Line**

**Coming**

**Soon!**

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

(to an actual advertising image)

Signs of Life?

# Martian

BREAK THROUGH



**Product Line**  
**Coming**

You won't just get to know the road, you'll get to know it intimately. The Cadillac

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

(to an actual advertising image)

Ever notice how many  
“Martian” landscapes are used  
for advertising backdrops?  
Are they preparing us for the  
inevitable result of non-stop  
consumerism? Are we  
supposed to embrace living  
without grass and trees and  
birds? No more streams, or  
deer or flowers, or lakes, or  
flora or fauna? Have they  
made life so unsatisfying that  
this alien fantasy is supposed  
to be appealing? Time to  
unplug. Give them nothing ‘till  
they do the right thing.  
Live and buy only green.

**You are not a**



**Product**

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

(to an actual advertising image)

Every master  
has a slave.

Every slave  
has a master.

Mastery over others  
is slavery.

Mastery of yourself  
is freedom.



**Stolen**

© 2002 Dillard's Company International/Who's Who? owned by V.E.W. Ltd. All jewelry by Fred Leighton.

**Live.**

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

(to an actual advertising image)

**Fashion** is a natural process of randomized experimentation used to test new solutions to existing problems. Good solutions are replaced by better ones, and so on. Consumerism has devolved this process into production for it's own sake. Perfectly good solutions are thrown out for the urge to produce the next new thing for the sake of monetary profit. Enormous waste and inefficiency result. Toxic air, water, land, food; wars to control this process ensue. All the free gifts of life (pleasure, true satisfaction in life's natural processes) are lost. This process can be reversed through your conscious action.