

THE Brain

THIS IS YOUR BRAIN ON...

IT ONLY WEIGHS 3lbs



MEMORY



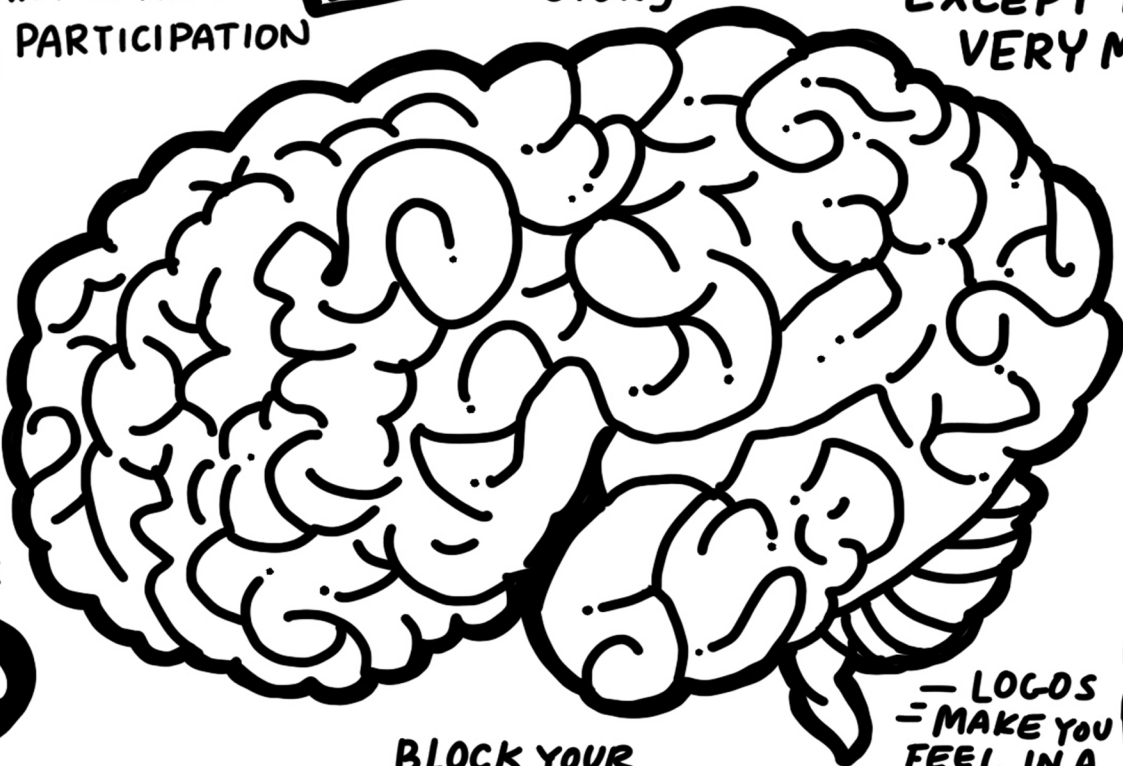
RECOLLECTION
ANTICIPATION
PARTICIPATION



IT'S YOUR STORY

IS EVERYTHING EXCEPT THIS VERY MOMENT

IT'S THE CENTER OF OUR LIVES

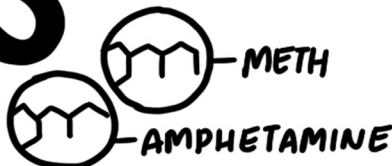


- LOGOS
- MAKE YOU FEEL IN A HURRY!



DRUGS

BLOCK YOUR ABILITY TO FUNCTION



NORMAL ACTIVITY

USERS ACTIVITY

WE HAVE TO LOOK AT BEHAVIOR WHEN LOOKING DRUGS' AFFECT ON OUR BRAINS

FAST FOOD

YOU SPLURGE MORE



51% MORE LIKELY TO BE DEPRESSED