

Are you Happy?

Have you ever bought a skin cream that changed your life?

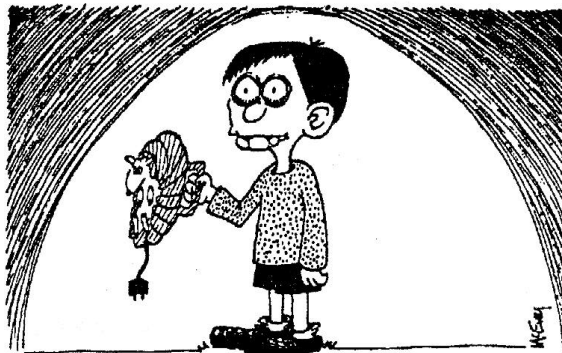
A Washing powder that made you deliriously happy?

A car that fulfilled your every dream?

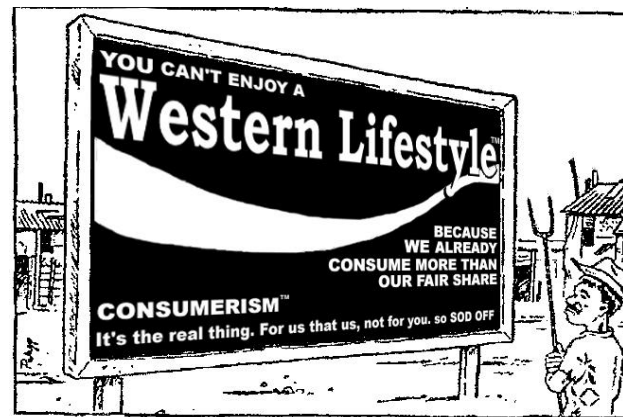
This is what adverts promise, but never deliver.

WHAT DO WE REALLY GET OUT OF SHOPPING?

You can't buy what the adverts offer...



AFTER SEEING THE ADD ON TV LITTLE BOBBY STIMCHUK BECAME DESPERATELY AWARE OF HIS NEED FOR AN ELECTRIC ARMADILLO



The richest fifth of the worlds population is able to monopolise 83% of its wealth, while the poorest fifth is left to subsist on only 1.5% and the gap continues to rise. Our affluence depends on their poverty.

During the East African famine of 1984-85, Ethiopia continued to export grain to be used as cattle feed in Europe. Their people **starved** so that we could eat hamburgers.

Do we really deserve so much more than our fair share of resources?

The environment cannot sustain even the present levels of consumption, let alone the prospect of the developing world coming 'up' to our 'standard of living'. Every bit of plastic packaging represents pollution and the depletion of a non-renewable resource. Every litre of petrol represents further global warming. Every mahogany loo seat means another bit of tropical rain forest gone forever.

Never mind the price tag - we cannot afford to go on like this. **Enough is Enough!**

But what can we do?

Before you buy - THINK!

Do you really need it?

Can you make one?

Can you do without it?

Can you reuse, repair or recycle what you already have?

If you feel you really do need to buy something -

Can you buy it locally?

Can you buy it 'fair traded'?

Can you share it with others?

Is there a more ethical option?

Give solidarity to those trying to challenge consumer culture. Get organized in your community and support non-commercial alternatives.

Talk about these issues with your friends and family. Get informed - write and ask for a copy of our booklet.



For more information, please write to: London ENOUGH, c/o 5 Caledonian Rd, London, N1 9DX <http://www.envirolink.org/issues/enough>

NO SHOP DAY NOV 28th

Shop Less - Work Less? - Live More!

THERE MUST BE MORE TO LIFE THAN



\$ CONSUMERISM >

HAPPINESS?

- In the knowledge that you are not consuming more than your fair share?

FREEDOM?

- From consumerist obsession?

SEX?

- Do it for real!!!

COOL?

- Be cool by not believing the hype

INDIVIDUALITY?

- You've already got it. It really doesn't matter what you wear, buy, eat or drink

BELONGING?

- Spend more time with friends and family for a real feeling of belonging

Another wasted Saturday spent pounding the streets?

Working extra hours to clear that VISA bill before Christmas?

Oh the joy of life on the consumer treadmill - work, earn, shop; work, earn, shop ...

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