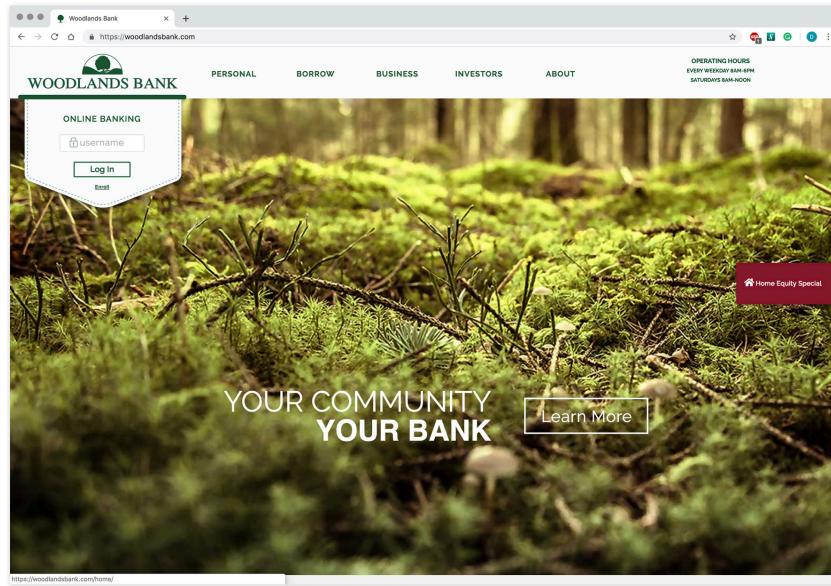


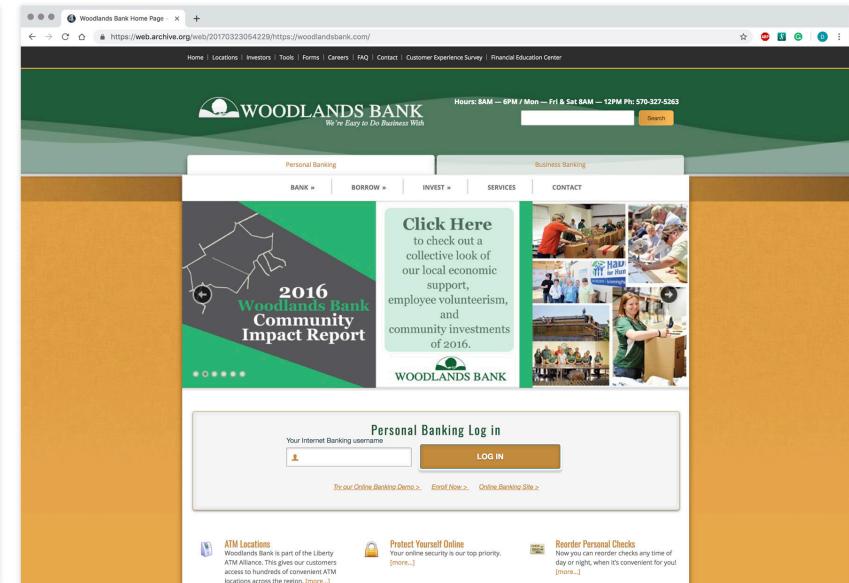
A large brown bear stands on its hind legs, leaning against a yellow floral sofa. The background is a textured brown wall. The text "Unbearable Room?" is displayed in large white letters above the sofa. Below the sofa, the text "Home Equity Specials" and "woodlandsbank.com" is displayed in a green box. The Woodlands Bank logo is in the bottom right corner.

<div[](https://img.woodlandsbank.com/2023/05/embarrassing-room-bear-1280x1024.jpg)

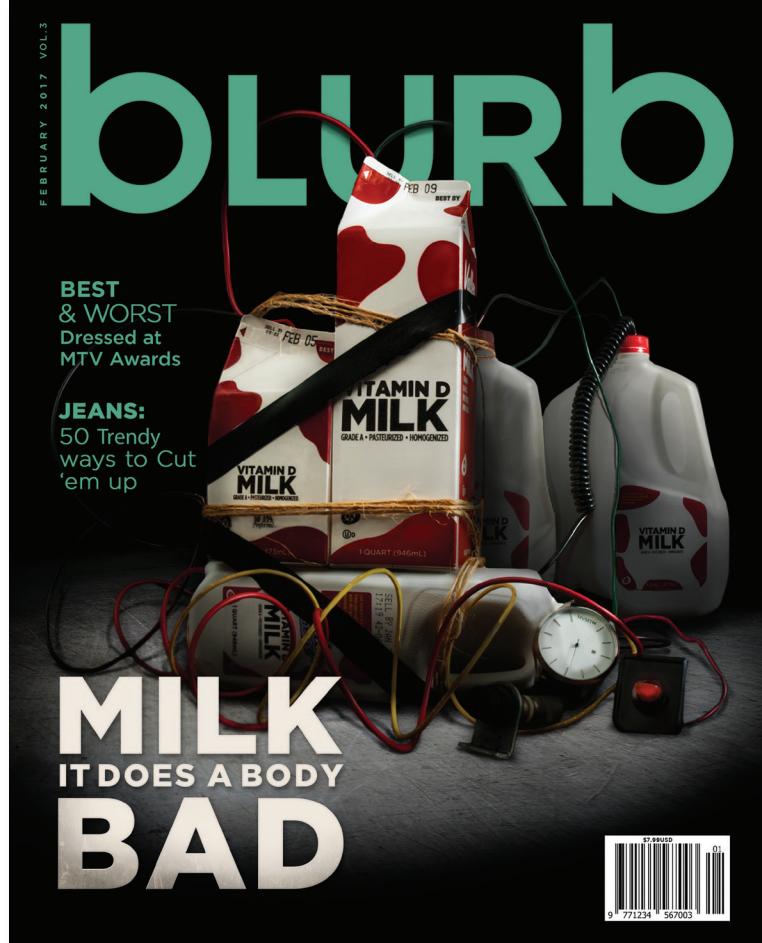
INTEGRATED CAMPAIGN



redesign



old



BEST & WORST Dressed at MTV Awards

JEANS: 50 Trendy ways to Cut 'em up

MILK IT DOES A BODY BAD

EDITORIAL DESIGN

The study was small, but it included no women, who are more likely to be lactose intolerant. Still, lactation, but its conclusion made sense to Hegendorn. The body didn't need to use the calcium input that most teenagers get from dairy.

Hegendorn said it was evolutionary and quickly forgotten. Americans kept on drinking their milk, and by 1945, the country was well on its way to becoming a superpower. With guidance from scientists and heavy lobbying from dairy farmers, the U.S. government created the dairy industry's dairy, the U.S. Department of Agriculture and the Department of Health and Human Services issued dietary

as IGF-1—may speed bone formation. Some have suggested that the action of vitamin D, holding its bone-forming prowess (though the precise mechanism has not been fully established), commands that to be safe, a person should have two servings of dairy a day. But the calcium savings come from milk, not from cheese, or from its nonfermented cousin, lactobacillus, a probiotic that aids digestion. Limit their total calcium intake to a day. He doesn't believe that amount is sufficient to support the theory that postmenopausal women get osteoporosis. In fact,

MILK: IT DOES A BODY GOOD

Evidence suggests dairy doesn't do a body good—so why does the government still push three servings a day?

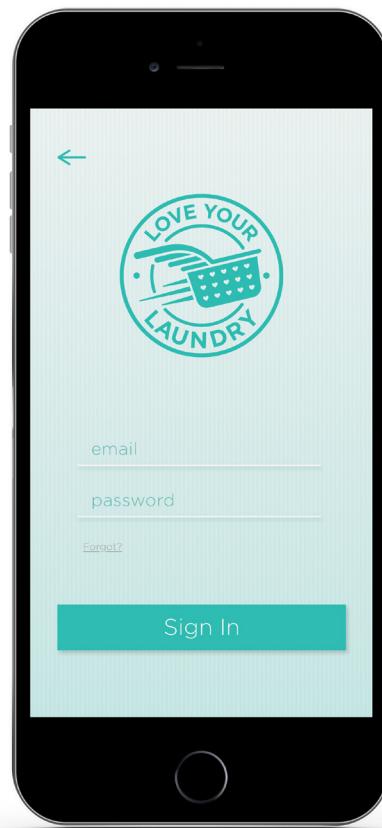
By Josh Markin

The Scary New Science that Shows Milk is Bad for You





LOVE*Y*our LAUNDRY



IDENTITY DESIGN

click the app icon to view interactive app prototype



PACKAGING DESIGN



