

Natural Market - Birth

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So why do we like it so much? Is it the horrified look on the nurse's face? The flailing legs? Or maybe just the barrel of pinky gel smeared across the unfortunate man-child? Truth be told it's probably a combination of all three and more. There's just so much attention to detail in this outlandish effort. It combines humour, the power to shock and a serious message. This may be advertising at its best, potent and unforgettable.

Natural Market "Birth" - Jeff Aron Lable / Stately Mansion