



DAVE GOERLITZ knows firsthand the seductive power of the dark side of advertising. For six years, Goerlitz was the model for Winston cigarettes. He later found himself a victim of his own advertising campaign. For 23 years, he smoked three packs a day and suffered a minor stroke, bleeding gums, the inability to taste and a paralysis of the left side of his face - all effects of cigarette smoking - even while continuing to produce the virile, rugged & healthy image that

successfully moved Winston Cigarettes from Number 4 to Number 2 in sales. Today, he uses his experience, personally as a former smoker and professionally as a world class model to address a series of key issues involving health, ethics and smoking cessation.

**** *Buying From the Dark Side - Ethics in Advertising.***

A focus on the subtle and dangerous approach - Advertising can take in manipulating millions to buy physically harmful products.

**** *Future Health - Wellness and the seductive power of Gateway Drugs on our children are considered in this approach to Good Health for younger Americans and their parents.***

**** *Smoking Cessation - A compassionate, first-hand look at America's #1 Drug Problem: Nicotine Addiction, and a Discussion of Facts concerning physical effects of smoking and the dangers of second-hand smoke. And now, exclusively from RPW Enterprises, Dave teams up with Dr. Tom Deters, DC to deliver practical, no-nonsense Cessation Workshops for your group, association or corporation!***

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