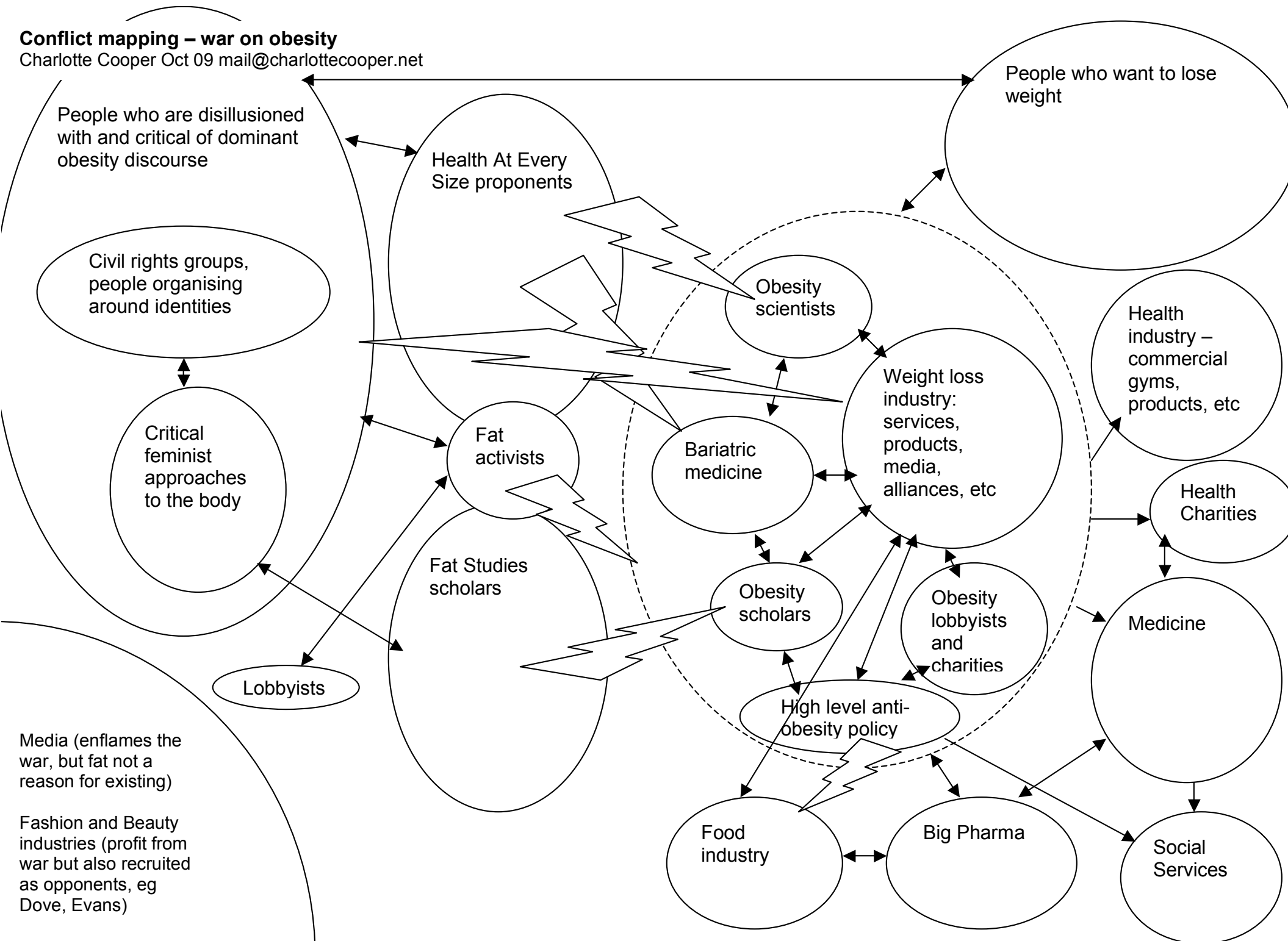


Conflict mapping – war on obesity

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Media (enflames the war, but fat not a reason for existing)

Fashion and Beauty industries (profit from war but also recruited as opponents, eg Dove, Evans)