



Ladies, I don't have to tell you how hard it is to be Jewish *and* pro-Israel these days. Child torture, settler terrorism, Cast Lead, *Mavi Marmara*, and Palestinian statehood have caused a lot of Jewish women to doubt the righteousness of Israel, or even the future of Zionism.

*Oy!* I get *verklemt* just thinking about it. But now, thanks to Alan Industries, we Jewish women no longer have to endure embarrassing bouts of compassion for Arabs, or inappropriate concern about Israel's influence on U.S. interests. When the reality of Zionist self-defence becomes morally overwhelming, just reach for ...



the Dershbag.

One treatment, and unwanted compassion is washed away, leaving your God-given sense of Jewish exceptionalism *hasbara frisch!* But don't just take my word for it!"



*F r e s h   S c e n t*

# Summer Rain

*Dershbag*



*Enjoy Being a Zionist™*





So, the next time Israel's lies and necessary cruelty threaten to turn you into a self-hater and Arab sympathizer, reach for the Dershbag and wash your moral ambiguity away.

The Alan Dershbag™:  
ask for it by name.

Now in new shiksa formula  
for all you "goys!"

