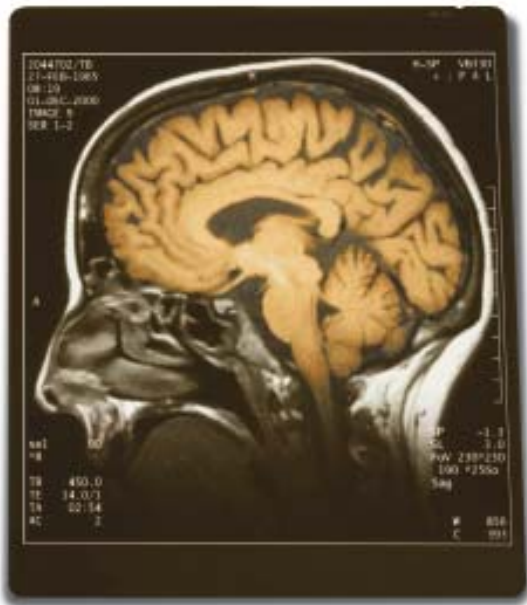


**\$30**  
Head Gear



**\$151,587**  
Head Trauma

Pay a little bit now.  
Or a whole lot later.  
Your choice.

Prevent injuries.  
Protect your health and your pocketbook.



BlueCross BlueShield of Tennessee, Inc., an Independent Licensee of the BlueCross BlueShield Association  
© Registered marks of the BlueCross BlueShield Association, an Association of Independent BlueCross BlueShield Plans

Source: The National Foundation for Brain Research, "The Cost of Disorders of the Brain," 1992.