

Boycott Calls Grow After Dove Showcases Trans Model in Women's Ad

Dove is under fire again for featuring a transgender model in a women's haircare advertisement, reigniting criticism over the brand's approach to gender identity in marketing.

The six-second video, posted on Facebook in February 2025, showcases a model promoting Dove's "Intensive Repair" line. Social media users quickly pointed out the model's masculine features, leading to accusations that Dove is erasing women by using male models to advertise female products.

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The ad drew sharp criticism from conservative voices online. The popular account Libs of TikTok labeled it "another woke company trying to erase women." Other users echoed the sentiment, with one stating, "I always buy Dove soap, shampoo, and conditioner. Time for a change." Another added, "Didn't Bud Light teach anybody anything?"

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In response to the backlash, Dove limited comments on the Facebook post. Despite this, the majority of reactions were negative, with many users expressing their disapproval through angry and laughing emojis.

Dove, owned by Unilever, has a history of controversial advertising choices.

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In 2017, the company faced criticism for featuring a transgender individual in a Mother's Day campaign. More recently, in 2023, Dove partnered with a Black Lives Matter activist to promote a "fat liberation" campaign, which was also met with backlash.

As Dove continues to push progressive themes in its marketing, many consumers are voicing their dissatisfaction, calling for boycotts and seeking alternatives that align with their values.

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