

Carl's Jr. Super Bowl Ad Uses Naked Woman to Sell Hamburgers

I've never been a big fan of Hardee's or Carl's Jr., and this revelation makes me less of a fan. Even if I did eat greasy fast food, I wouldn't spend my money at either of these chains because of their tasteless advertising.

Last year, I wrote about how Hardee's and Carl's were essentially using soft porn to sell burgers. Now, they are once again using sex to sell fries.

"Their new ad is extremely inappropriate to air at any time, but especially while families are likely watching. Their 'All-Natural' commercial will surely ruin family time once again," One Million Moms bemoans.

"The commercial that will be shown at the Super Bowl features a woman who appears to be naked as she walks through a farmer's market. This is as close to complete nudity as you can get because she appears to be nude until the end when she is in full view wearing a string bikini top and tiny shorts while eating a hamburger from Carl's Jr."

According to One Million Moms, the only indication as to who sponsored this Super Bowl ad is in the final few seconds of the commercial.

"Carl's Jr. and Hardee's regularly bank on the 'sex sells' philosophy," says One Million Moms. "There is no need for a burger to be promoted by sex appeal, and this advertising ploy is why IMM will not give up."

Want to let these fast food chains know their commercial is tasteless? [Click here](#) to take action.