

Cottonelle Crosses the Line With Risqué Toilet Paper Ads

A whole lot of moms are up in arms about Cottonelle's newest marketing spots. Dubbed "Dare to Go Commando," the advertising features a company spokeswoman asking people if they feel cleaner after using Cottonelle because of the tissue's ripple texture.

"The Cottonelle spokeswoman goes so far as to ask another woman if she feels clean enough to go commando now. The woman agrees and walks back into the restroom to return with her undies in a small shopping bag," explains One Million Moms.

"The commercial ends with both women pulling down the waistbands of their pants just enough to reveal they don't have panties on. Cottonelle is encouraging consumers to go without underwear. Oh, please! This is ridiculous. This type of advertising is extremely inappropriate."

If that's not enough, the company is running a parallel add for men in its "Go Cottonelle. Go Commando" campaign. The ad features a spokeswoman asking a man to go commando, and it ends the same way.

Want to tell Cottonelle this is not OK? Call the parent company, Kimberly-Clark Corporation, at 877-642-6886 or e-mail @ and let them know how ridiculous this is.