

# How the Gillette Ad Promotes Biblical Manhood

Conservatives are up in arms over Gillette's new ad campaign, and I'm having a lot of trouble understanding why.

The new commercial—"The Best Men Can Be"—debuted earlier this week and has received both praise and intense backlash from just about every corner of the internet.

Those criticizing it seemed to have heard only the phrase "toxic masculinity," which is mentioned briefly within the first few seconds of the video and never revisited. The lion's share of the commercial celebrates healthy masculinity and moral manhood.

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