

Levi's Makes One Million Moms Mad With This Commercial

In the newest "Live in Levi's" commercial, there are many suggestions of what you can do in your Levi's jeans. The ad states consumers can do many things in their Levi's. For several reasons this Levi's commercial is distasteful and sends youth the wrong message.

Many have found the "unbutton them" and "button them" segment highly inappropriate. The scene shows a couple making out leading up to a sexual encounter. The female begins unbuttoning the male's jeans until their young daughter walks in on them and the male quickly buttons back up his jeans.

There are a few other offenses during this commercial including a water drenched man air drying his jeans from a public bus window while wearing his underwear, along with the statement you can "wash them or not." Then there is a "roll them" reference, with a couple rolling on top of one another while wearing their jeans.

Levi Strauss & Co. is being irresponsible in their new advertising campaign, especially since it is aired as early as 6:30 pm when many families are watching. This advertisement is harming children in the name of humor.

Please send Levi Strauss & Co. an email letter urging them to no longer air offensive commercials and to pull their newest "Live in Levi's" ad immediately. [Click here to take action.](#) Blessings!

Monica Cole *is the director of One Million Moms.*