

Lotrimin Ad Infects Young Minds With Sexual Images

If you've got young kids—or high school athletes—around the house you're probably familiar with Lotrimin. The antifungal cream, spray and powder have been a godsend for athlete's foot, ringworm and other bothersome issues.

Unfortunately its maker, Bayer, is infecting consumers with unwanted images of male masturbation in its latest commercial. It's hardly surprising in a sex-charged advertising world but how the company managed to fit sexual innuendos into a anti-fungal commercial is beyond me.

"The ad features a couple lying in bed when the husband accidentally wakes his wife up while he appears to be pleasuring himself. The wife asks, 'What are you doing?' as she pulls back the sheets. She then finds him using a long backscratcher to scratch an itch on his foot caused by athlete's foot," One Million Moms explains.

"Although the husband is only scratching his foot, the implications are terrible. Lotrimin, owned by Bayer HealthCare, LLC, needs to know it is not alright to air commercials with offensive content, especially when children are likely watching."

If you want to let Bayer know this commercial is infected with inappropriate sexual implications, [click here](#).