

Schick TrimStyle Commercial: Inappropriate and Vile

The current Schick Hydro Silk TrimStyle ad is extremely inappropriate and vile, plus it is aired early in the evening when children are likely watching. It is so suggestive it's disgraceful. The commercial shows three women in tiny bikinis standing behind small bushes strategically placed in front of their crotches. Two women then proceed to delicately trim these bushes with scissors. The third woman uses her new Schick razor on the bush. She trims it into the shape of a heart and the other two women stand amazed. The advertisement gives the impression they are trimming and shaping their pubic area because of how the trees are placed. You do not have to imagine much to see the implication.

And to top it all, this commercial is airing on Nickelodeon and ABC Family Channel! IMM does not approve of either of these networks, but it just shows that Schick has no boundaries as to when and where they will air this garbage.

Schick, owned by Energizer Holdings Inc., needs to know it is not alright to air obscene commercials with highly offensive content, especially when children are likely watching. This is unacceptable!

Please contact Schick (Energizer) through our website and ask them to pull their current ad immediately! Also, encourage the company to be more responsible in future marketing campaigns. If the company would like our business, it must no longer air vulgar ads.

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