

WATCH: Tylenol Uses Lesbians to Redefine 'Family' in Norman Rockwell-Inspired Commercials

In a clear assault on traditional family values, Tylenol launched a commercial campaign inspired by Norman Rockwell paintings that aims to redefine family according to modern ideas. The "What Matters Most" campaign focuses on expanding the definition of family.

In the Beser Carr Schneider Musich commercial, the "blossoming" family, includes a lesbian couple at the core, surrounded by children and exes.

"Norman Rockwell painted America's story for 60-plus years," says his granddaughter Abigail Rockwell in the commercial. "Our definition of family is expanding and blossoming, so it's not this rigid, fixed picture of what the family is."

Other commercials in the "What Matters Most" campaign include an African-American matriarch with an eyebrow piercing and a Chinese-Japanese-American family.

What's your take on the move by consumer brands like Tylenol to mainstream gay marriage?