

Why You May Want to Stop Using Dove Right Now

Dove has launched a campaign to celebrate what they call real moms “whose diverse parenting styles shatter stereotypes about motherhood and prove that there are no rules about how to be a parent today.”

In other words, giving birth is not a requirement for being a mom.

“We are both his biological parents,” a transgender parent named Shea said in the video. “You get people that are like, ‘What do you mean you’re the mom?’”

“We’re like, ‘Yep. We’re both gonna be moms,” Shea replied.

Dove seems to believe that biological men who identify as women are just as capable of being biological mothers as biological females are. This is what happens when you have a culture that is deconstructing gender.

The ad received kudos from the **“Mombian” blog**: “I love the campaign’s overall theme of ‘There’s no right or wrong way to be a mom—only your way.’” As one of the other moms in the ad says, “Do what fits your family. And trust yourself.” That’s pretty much the best parenting advice I can imagine.

Well, how about it, moms? Is it true that there’s no right way or wrong way to be a mom? {eoa}