

## TV razor ad shows real body hair for first time

3rd July, 2018



A simple TV advertisement for a razor has created great debate and gone viral online. The ad simply shows women shaving real body hair from their body. This seems to be an everyday occurrence and nothing to write home about; nothing revolutionary; normal TV-ad fare. However, it is the first time that an advert has been shown on U.S. TV showing the shaving of actual body hair. For decades, razor companies have aired ads showing women shaving already totally smooth, airbrushed legs and armpits. There is never a hair in sight in these commercials. It seems as though the ad companies want to promote the falsehood that women have hairless bodies. The new ad by the razor brand Billie has rectified this.

Billie's ad is the first commercial in 100 years of advertising that has shown women to have body hair. All previous ads had shown women to be hairless. Billie showed women shaving off hair from toes, armpits, between their eyebrows, and on their stomachs. Billie co-founder Georgina Gooley told Glamour magazine that she was shocked at how razor companies had previously portrayed women to have picture-perfect bodies. She criticized the companies, saying: "When brands pretend that all women have hairless bodies, it's a version of body-shaming. It's saying you should feel ashamed of having body hair." She added: "Shaving is a personal choice, and no one should be telling women what to do with their hair."

Sources: [bbc.com](http://bbc.com) / [teenvogue.com](http://teenvogue.com) / [elitedaily.com](http://elitedaily.com)

## Writing

Body hair is a good and necessary thing. Discuss.

## Chat

Talk about these words from the article.

simple / TV / advertisement / debate / viral / body hair / revolutionary / razor / brand / commercial / armpits / eyebrows / picture-perfect bodies / hairless / shaving / choice

## True / False

- a) A TV ad for a razor has gone viral online and sparked much debate. T / F
- b) The article says the hair was on parts of the body not suitable for TV. T / F
- c) The article says the TV ad was revolutionary. T / F
- d) The article says companies want to show hairy bodies. T / F
- e) The TV ad is the first in 100 years to show body hair being shaved. T / F
- f) The ad showed a woman shaving hair from her stomach. T / F
- g) A razor company exec said previous ads were examples of body-shaming. T / F
- h) A razor company exec said shaving was not really a personal choice. T / F

## Synonym Match

(The words in **bold** are from the news article.)

- |                         |                |
|-------------------------|----------------|
| 1. <b>debate</b>        | a. new         |
| 2. <b>occurrence</b>    | b. ad          |
| 3. <b>revolutionary</b> | c. broadcast   |
| 4. <b>aired</b>         | d. embarrassed |
| 5. <b>rectified</b>     | e. earlier     |
| 6. <b>commercial</b>    | f. discussion  |
| 7. <b>previous</b>      | g. form        |
| 8. <b>portrayed</b>     | h. corrected   |
| 9. <b>version</b>       | i. happening   |
| 10. <b>ashamed</b>      | j. depicted    |

## Discussion – Student A

- a) What do you think about what you read?
- b) Should men also shave their legs?
- c) Why do ads always show picture-perfect bodies?
- d) What do you know about body-shaming?
- e) Would life be better without any hair?
- f) Will attitudes towards body hair change in the future?
- g) Is advertising a form of mind control?
- h) What questions would you like to ask the ad company?

## Phrase Match

- |  |                         |
|--|-------------------------|
| 1. gone viral                                    | a. shaming              |
| 2. nothing to write                              | b. and armpits          |
| 3. companies have aired                          | c. companies            |
| 4. airbrushed legs                               | d. home about           |
| 5. promote the falsehood that women              | e. portrayed women      |
| 6. shocked at how razor companies had previously | f. choice               |
| 7. picture-                                      | g. online               |
| 8. She criticized the                            | h. perfect bodies       |
| 9. It's a version of body-                       | i. ads                  |
| 10. Shaving is a personal                        | j. have hairless bodies |

## Discussion – Student B

- What do you think of body hair?
- What do you think of facial hair?
- What do you think of shaving?
- We have hair for a reason, so why do we shave?
- Why do TV ads not show hair being shaved?
- Should razor companies be fined for showing dishonest ads?
- Are razor companies the only ones to use dishonest ads?
- What does it matter if someone is hairy or not?

## Spelling

- created great bedate
- an everyday cerorcucne
- For ceadsed, razor companies have aired ads
- in these careiolscmm
- ad companies want to promote the oeaflsodh
- the razor brand Billie has dftreicie this
- All uvroespi ads
- companies had previously perydotar women
- She iedcrcztii the companies
- it's a oinvsre of body-shaming
- It's saying you should feel semahda
- Shaving is a aoneslpr choice

### Answers – Synonym Match

1. f	2. i	3. a	4. c	5. h
6. b	7. e	8. j	9. g	10. d

## Role Play

### Role A – Beauty Products

You think ads for beauty products are the most misleading. Tell the others three reasons why. Tell them what is most misleading about their ads. Also, tell the others which is the most honest of these (and why): English study, weight loss or fast food.

### Role B – English Study Products

You think ads for English study products are the most misleading. Tell the others three reasons why. Tell them what is most misleading about their ads. Also, tell the others which is the most honest of these (and why): beauty products, weight loss or fast food.

### Role C – Weight Loss Products

You think ads for weight loss products are the most misleading. Tell the others three reasons why. Tell them what is most misleading about their ads. Also, tell the others which is the most honest of these (and why): English study, beauty products or fast food.

### Role D – Fast Food

You think ads for fast food are the most misleading. Tell the others three reasons why. Tell them what is most misleading about their ads. Also, tell the others which is the most honest of these (and why): English study, weight loss or beauty products.

## Speaking – Ads

Rank these with your partner. Put the most misleading ads at the top. Change partners often and share your rankings.

- |                        |                            |
|------------------------|----------------------------|
| • shaving is beautiful | • cream keeps you youthful |
| • smoking is cool      | • alcohol is good for you  |
| • lose weight fast     | • learn English quickly    |
| • fast food is healthy | • cola gives you energy    |

### Answers – True False

a	T	b	F	c	F	d	F	e	T	f	T	g	T	h	F
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Answers to Phrase Match and Spelling are in the text.