

## Feminist #NotCool Campaign Targets Talking Vagina Ads and More

This summer, when Summer's Eve launched its insulting "Hail to the V," feminists made sure it was the douching giant and not the women whose dollars it hoped to capture that bore the brunt of the insult. As a result of the backlash, the advertising campaign was canceled.

That inspired the New York City chapter of NOW to make it easier for feminists to launch campaigns such as the one that engendered the backlash felt by Summer's Eve: you can now upload offensive ad photos and videos to the [NOW-NYC](#) Tumblr page, [#Notcool](#).

In case you missed the bursting of Summer's Eve's bag last summer, basically feminists sent this note to the colossal corporate purveyor of unnecessary and potentially harmful products: If you want to sell douche an African-American woman, depicting her as a talking vagina who cracks all sassy and slangy -- you know, the way those people talk -- well, that might not be the best approach. And if you want to sell douche to a Latina, depicting her talking vagina as one with a Sonia Vergara accent that is a baby-making machine, well, it's enough to evoke something stronger than "Ay carumba!" (The Latina talking-vagina-hand -- I can't even believe I just wrote that -- actually says, "Ay, yi, yi.") But that's exactly what Summer's Eve, the douche-y giant, did in its "Hail to the V" ad campaign, which employed racially-specific hands imitating the shape of a vagina, and talking in racially stereotypical ways about being neglected by its racially-specific owner. (There's a white version, too, in which the vaginal hand chides its owner in a chirpy voice, saying, "We should be BFFs!") Video clips of the Summer's Eve ads here:



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