

American doctors say

Feminine hygiene deodorants of little use

WASHINGTON (LNS-CUPI)

— Five years ago nobody had ever heard of a feminine hygiene deodorant. We all had our hands full keeping our underarms and feet smelling sweet. Then somebody decided that there was money in vaginas and so the feminine hygiene deodorant was born.

And for five years major drug cosmetic companies like Johnson and Johnson and Alberto Culver have been raking it in. Projected sales for 1971 will run to \$53 million according to the Wall Street Journal. This represents a market of almost 24 million women.

However, the bubble may be about to burst. The deodorants are now under attack by some doctors.

A recent issue of the Medical Letter, a drug-evaluation news letter for doctors, stated: "It is unlikely that commercial deodorant feminine hygiene sprays are as effective as soap and water in promoting a hygienic and odor-free external genital surface."

"Expensive perfumes", is the description used by gynecological expert Dr. Bernard Kaye of Highland Park, Ill. Quoted in the Wall Street Journal, the doctor

continued, "There's never been any proof that the sprays are effective to anything except make money for the companies. There's no reason for the damn things."

Dr. Kaye reports that he gets a "couple of calls a day" from women complaining of a rash or an itch, many of which can be traced directly to the sprays.

Today's Health, a publication of the American Medical Association, warns women not to use sprays directly before intercourse because such use had resulted in "a number of cases of genital irritation on both men and women".

Further questions have been raised by the Federal Drug Administration and the Federal Trade Commission. Both agencies have begun to investigate the deodorants. The FDA is concerned about the sprays' side-effects.

Most of the sprays are made of an oily base containing a germ-killer — usually hexachlorophene — perfume and a gas propellant. Since recent studies have revealed a possible connection between hexachlorophene and brain damage in laboratory animals, the FDA wants to see the ingredients listed on the spray containers. At present, no



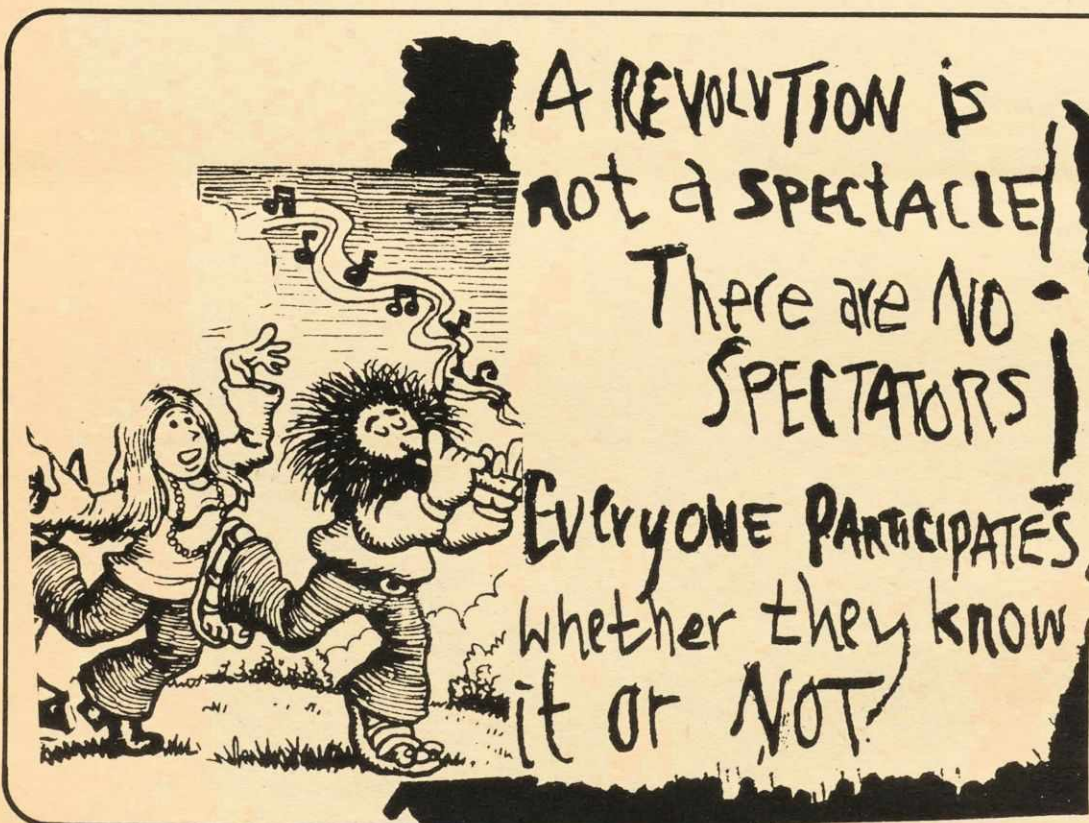
ingredients are listed.

The FTC is more concerned with the advertising campaign — a massive one by any standard. Recently television has been inundated with those

discreet, low-key ads about femininity, the new woman and vaginal odour.

Alberto Culver alone spent \$3.5 million in 1970 to advertise FDS, its product line of hygiene

spray. In return, they took in \$14 million in sales — quite a profit for a product which even the manufacturers say is at least as good as plain old soap and water.



Revolution column new feature

As a result of the GAZETTE editorial about the local Amchitka demonstration, the GAZETTE staff feels it is both interesting and essential that Dalhousie students start to think about their own conditions and some of the ways of protesting those.

These conditions apply not only to the university but to the society at large, of which we are an integral part.

Revolutions and the theory behind them are one way people have fought their conditions, and have often won. But it is essential to understand the theory behind practice before judgements can be made about specific goals and objectives.

To provide this information, the GAZETTE will feature a weekly column on ideological analysis, starting with Marxism-Leninism. This will be dealt with in sections; hopefully its application to society in general, to economics and to the university.

Specific so-called revolutionary organizations in the Metro area will then have a chance to present their analysis and the work they are doing.

Other SUB staff just as guilty

(cont'd from p. 1)

Yet he is not the only one in the Student Union Building who is not performing up to par, and is creating problems for others.

Ironically enough, two of those who are not doing their jobs well, or spending much time at them, were responsible for instigating Campbell's forced resignation.

Kayne and Hearn are as guilty as Campbell, and Hearn maybe more, of not being in the building often, and not spending time on their job when they're here. Hearn is never seen in his office. Kayne has promised to regularly visit the various branches of the Communications Board (Radio, GAZETTE, photography, pharos) yet has not appeared in those offices except on rare occasions.

Peter MacLellan was also guilty of not assuming responsibility for his job, and thus screwing up the works in his department — SUB Affairs and Entertainment Committee.

He never held meetings of the Entertainment Committee after he accepted the job as chairman. This partially accounts for some of the power Ken Campbell assumed in doing his job.

MacLellan accounts for his actions, however. His appointment early in October meant that he was put in a position of putting up with the entertainment Campbell had decided upon, and signed contracts for. He did not feel this was diversified enough or that anyone "really looked at it in the real perspective of what are we having entertainment for".

"I don't know if we could have done something on it", he added. "Maybe if I could have spent four or five hours a day on it. But the entertainment was so bad to begin with."

On his job as SUB Affairs Secretary, MacLellan said that he did spend some time in the building, but that it was at odd hours. No wonder no one could ever find him.

He never formed a SUB Operations Board, because

he was caught up with football practices, he did not know who to get on the Board, and because he kept putting things off.

This lack of interest and responsibility in the job should have meant a resignation about a month ago, at least.

Part of the whole problem, according to MacLellan and former SUB Affairs Secretary Peter Harvison, is the lack of job definitions and the fact that the executive and others often are not in the building during the summer. They both experience a distinct apathy for their jobs after being away for the summer, working elsewhere.

MacLellan, Campbell, Kayne and Hearn are not the only ones who have neglected their responsibilities in the Student Union. Others, as yet unknown to most students, are just as guilty.

With this in mind, more resignations or disciplining may take place. If one head has rolled already, others are bound to follow. (See editorial p. 4)