

Take the Worry out of Being Gross

Every once and a while you sit down and wonder just how far the production of modern useless household and personal items will go.

There is an unbelievably gullible market of eager buyers, young and old, who are lurking in the shadow of the Madison Avenue billboards, ready to swoop down upon anything new. Hence, everything from bourbon flavoured toothpaste to crease resistant sweatsocks has hit the market over the last couple of decades.

It must be a real joy for the young creative ad designer to work in these times. Any product imaginable seems to have no problem in selling. Often, the more ridiculous the product, the easier it is to peddle.

One of the greatest single lines of useless products, and probably the most ridiculous, has consisted of various concoctions and snake-oils devoted to the annihilation of human aromas. Remember now, in the old days, we were taught that nude marble statues had smelly armpits? Whether they had arms or not?

When the first body disguises came out people looked at them askance as something less than trustworthy, a kind of low brow subterfuge. However, they slowly took hold until it got to the point that an executive promotion might hinge upon the personal selection of body deodorants or mouthwashes.

At first it was the armpit which terrorized women (and, later, men as well). More recently, the hucksters have lowered their sights to that tender region behind the fig leaf we euphemistically call the

groin.

And here we have reached the culminating point of the whole industry, that oh so personal deodorant, the groin deodorant. That's right folks - something to gussy up the smell of the groin - prevent crud, crotch rot and turns you into a swinger.

Which prompts the question: what's so bad about the smell of your body anyway? Face it, when you get excited you sweat; engage in some strenuous activity, you sweat; on a hot day, you sweat; it's a natural thing to do.

And if you collect too much sweat, you can always wash it off - with soap and water, right?

The viciousness of the whole deodorant campaign and especially groin deodorants, is that it plays on people's neuroses. Got doubts about your sexual adequacy? Just a dash of spray will clear them up. Instant fertility, or potency, if you will. The stuff even comes in flavors - and maybe you will too.

Hard on the heels of Feminine Deodorant Spray (for that "most girl part of you, the vaginal area") comes Braggi for men. This product is designed to combat those worrisome odors in the groin area. So far this ad has appeared in Playboy and it seems only a matter of time before television advertising is employed to reach that great market of North American men who have offensive groin areas.

Obviously presenting such a product must be done with tact and good taste. Here is a look at how the advertising agency might handle the setting of the TV advertising

campaign for Braggi.

No. 1: The Scene: a luxurious bachelor apartment. The lights are turned down low. On the couch, in tight embrace, sit a handsome, well-dressed young man and a voluptuous blonde who is moaning softly. Camera zooms in on the young man's face.

Voice (a low, seductive female voice): Hey guy, are you sure that you have all the protection that you need, for those intimate moments alone with that 'special' someone?

Sure you've brushed your teeth with the sweetest-smelling toothpaste, stopped your bad breath with a good mouth-wash, slapped on your aftershave, plastered yourself with under-arm deodorant and doused yourself in the sexiest male body cologne.

But haven't you forgotten about one area that is still unprotected? What about those quiet moments of fellatio that you both enjoy so much? You may offend with groin odor. So be sure and spray every day with Braggi. Braggi eliminated those gnawing doubts every guy is bound to have when he's with that 'certain someone'.

If you think you don't need Braggi you're only kidding yourself. (Fade out).

No. 2: The Scene: The dressing room of the Chicago Black Hawks after a game. Players are stripping off hockey gear and yelling boisterously. Camera zooms in on Bobby Hull sitting on a bench in the corner. He looks up and smiles boyishly.

Bobby: You know hockey is a real fast, exciting game. Out there on the ice is where the going gets tough and the tough get going. All night it's skate, skate, skate and you better believe that things get pretty steamy down in the old groin area. That's why most big leaguers use Braggi Private Deodorant Spray before every game. Braggi keeps you fresh and wholesome in that all important groin area. Believe me, friends, a man shouldn't be caught without his Braggi. (Bobby holds up a container of Braggi, smiles and fades out.)

No. 3: The Scene: The front hallway of a typical suburban home. A woman in her mid-thirties, typical suburban housewife type. A man about 30 with horn-rimmed glasses and an anxious and harried look on his face. An adorable little girl about six with blonde hair tied up in pigtails. The woman greets the man at the door. The adorable little girl stands back and watches.

Man (hugging woman affectionately): Gee it's great to see you, sis. How have ya' been?

Woman: It's marvelous to see you too, Bill.

Bill, (picking up the adorable little girl in his arms, hoisting her playing above his head and then sitting her down again): And how's my favorite niece? Have you been a good girl, Candy?

Candy (standing close to

Bill, sniffs the air several times and wrinkles her little button nose in distaste: Gee, Mommy, Uncle Bill smells funny.

Sis (mortified): Candy!

Bill: No, it's okay, Sis, Candy's right, I guess I have (pregnant pause) groin odor.

Sis: Well, why don't you do something about it, Bill?

Bill: What can I do, Sis? I wash three times a day already.

I guess it's hopeless.

Sis: You silly goose, Haven't you heard about new Braggi, masculine hygiene deodorant for man? Hank uses it all the time. He says it makes him feel fresh all day, more confident, more of a man.

Bill: Sis, I'll try it.

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You don't sleep with Teddy Bears anymore.

Your Teddy Bear loved you. It's when you marry somebody that you have to worry about things like curlers and nightdresses... and vaginal odor. Vaginal odor is a very real, very womanly problem. With a brand new solution. Demure. A safe little spray you use like any spray deodorant. It makes you smell clean. Fresh. But not flowery. Not perfume-y. Just a whisper of mist. Demure is for all the time. Not just for some days. But just because you're female. Living with a man can be the most beautiful thing. When you are. Demure Feminine Hygiene Spray Deodorant

THE WORLD'S FIRST

Masculine hygiene deodorant spray

(If you think you don't need it you're kidding yourself)

Braggi
Private Deodorant Spray