

# Are you still boycotting Gillette?

June 5, 2021 | 206 upvotes | by [step\\_aside\\_butch](#)

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I am and the primary reason was how they handled the backlash. With every other group on the planet, the big corporation would issue some type of, "Our heart was in the right place, however we think this message could have delivered in a more inclusive manner, therefore we have decided to pull the ad" or something similar.

Instead, they doubled down on the premise, "If you're offended by this ad, then you're obviously one of those toxic men the message was meant for". This response angered me more than the actual ad.

Then... interestingly, in spite of all their bravado, next they quietly stepped away from this topic and haven't touched it since - their way of saying, "No, we won't admit we were wrong, but we're never going to do that again either which should tell you what we really think".

As of now, my plans are to continue the boycott indefinitely.

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## Comments

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NjalUlf66 points • 5 June, 2021 11:33 AM **[recovered]**

I never used anything from gillette before, but since that ad I made a conscious decision to never use anything from them.

Sydnaktik • 24 points • 5 June, 2021 02:33 PM

Gillette is owned by Procter & Gamble. And it's almost guaranteed you use some of their products. And what's more, it's super easy to replace it with nearly identical alternatives.

Look at the small print, if it says PG on it, then you don't buy and find something else.

Unit\_08 • 14 points • 5 June, 2021 07:08 PM

But by not buying the Gillette brand specifically, you could send a message that this kind of advertising is not ok.

OkLieThen • 1 point • 6 June, 2021 05:50 AM

This. Gillette it self will get the message if enough people speak out and produce different ads.

RStonePT • 4 points • 5 June, 2021 06:15 PM

Their vaccine made them more than the razor division has in years

gnarlin • 1 point • 5 June, 2021 08:15 PM

I've always found this a little weird. If a person owns another person, that's slavery. If corporations are people (my friend) then why are corporations allowed to own other corporations? Either corporations aren't people (my friend) or it's slavery. Pick one.

Tank-o-grad • 48 points • 5 June, 2021 11:58 AM

Not just Gillette (don't shave) but all of Procter and Gamble.

Better\_Repeat • 37 points • 5 June, 2021 01:55 PM

P&G run adverts every Olympics saying 'Thank You, Mom', but never 'Thank You, Dad'. They were misandrist even before the Gillette advert.

Tank-o-grad • 15 points • 5 June, 2021 05:12 PM

"Proud sponsor of Mums" was one of theirs years ago in the UK.

Better\_Repeat • 5 points • 5 June, 2021 05:30 PM

Yeah, that's the one I saw 'in the wild', but it turns out it's a recurring campaign of theirs in the US.

OkLieThen • 1 point • 6 June, 2021 05:50 AM

They did the same in the US.

OkLieThen • 2 points • 6 June, 2021 05:50 AM

Good luck on avoiding all P&G products.

Tank-o-grad • 1 point • 6 June, 2021 07:11 AM

Its not easy, thats for sure, but so far I've not missed.

raffes • 40 points • 5 June, 2021 11:48 AM

Until I see a big ad campaign from them highlighting positive examples of masculinity and men then I will assume they haven't changed their tune and will not go anywhere near their products.

[deleted] 5 June, 2021 12:29 PM

[permanently deleted]

raffes • 11 points • 5 June, 2021 12:47 PM

I would have loved to have been a fly on the wall in their meetings in the run up to the launch of the campaign and then immediately after they realised that attacking a big chunk of their audience wasn't the best idea, would have been interesting I'm sure!

a-man-from-earth • 26 points • 5 June, 2021 11:20 AM

Yes

foobar93 • 5 points • 5 June, 2021 03:30 PM

Jup. Switched to Wilkonson for my shaves due to this.

Aaaaaidan • 24 points • 5 June, 2021 12:07 PM

Here is a video of an Australian comedian explaining why he's boycotting Gillette for reasons other than that ad. It's worth a watch for anyone who cares about ethical consumerism (which is probably most of us on this post, since we're talking boycotts already).

<https://www.youtube.com/watch?v=yBIqb6KKmEg&t=466>

LacklustreFriend • 3 points • 5 June, 2021 07:13 PM

Eyy, FriendlyJordies! Didn't realise he was popular on this sub!

ByronsLastStand • 16 points • 5 June, 2021 11:37 AM

I trim rather than shave (electric trimmer), but if I did I definitely wouldn't use Gillette.

DefiantDepth8932 • 9 points • 5 June, 2021 11:46 AM

Same

mhandanna • 16 points • 5 June, 2021 12:49 PM\*

Men's Health: What Can We Learn From Gillette's Masculinity Ad?

[https://www.amhf.org.au/men\\_s\\_health\\_what\\_can\\_we\\_learn\\_from\\_gillette\\_s\\_masculinity\\_ad](https://www.amhf.org.au/men_s_health_what_can_we_learn_from_gillette_s_masculinity_ad)

This is fantastic article.

Also something like a Bruan series 9 or equivalent e.g. a high end electric razor is way better than shaving. They capture all hair, automatically clean themselves (they have a cleaning station)... work in shower, or dry, require no treatment at all to your face... i.e. you could be typing this one handed and shave or wake up in bed and shave you dont wash your face or prepare it before, you just shave and you cant cut yourself

Not sure why more men don't know about these shavers

khammack • 9 points • 5 June, 2021 02:46 PM

Braun is a P&G brand, same company as Gillette.

mhandanna • 2 points • 5 June, 2021 06:08 PM

Good to know., thanks.. I mention as its the top of the line one I know (my point is dont use cheaper ones, the good ones have the hair capture and self cleaning etc).... the other brands have an equivelent top of the range

DanteLivra • 16 points • 5 June, 2021 12:10 PM

In other words, gutless cowards who think their target audience is a group of idiots.

Sums it up pretty good.

Not buying from Gillette ever again.

DistrictAccurate • 11 points • 5 June, 2021 12:05 PM

Last time I checked they had no product of a quality that would need any boycott for me not to buy it and that did not change with the ad.

There are much cheaper and arguably better alternatives, which are even cruelty free and vegan - something one can accept as positive even in times peta is probably among the most sexist well known and influential organizations still existing. Even vegans have to acknowledge that shaming dick size, erectile dysfunction and ridiculing male victimization, oppression and misandry into "toxic masculinity" - which somehow does not include the highly gendered / sexist perpetration of men predominantly against men as well as the highly gendered / sexist protection of predominantly women by men - is nothing short of inciting hatred whilst misrepresenting reality.

ConclusionDistinct84 • 2 points • 5 June, 2021 09:09 PM

□

Oncefa2 • 9 points • 5 June, 2021 01:46 PM

A lot of people are. Just look at the comments on their ads if you run into them. It's comment after comment of men saying they're not toxic enough to use their products.

funkynotorious • 26 points • 5 June, 2021 11:40 AM

They didn't launch that ad in my country but I made sure everyone that I know watches it. And everyone's first reaction is fux Gillette

helloiseeyou2020 • 8 points • 5 June, 2021 12:28 PM

I liked their razors but they were always overpriced so this was an easy boycott for me. I think looking up their parent company P&G and boycotting other products in the corporate umbrella would have been wise, but i was never incensed enough to do that kind of research.

I think someday, when more honest and less censored conversations about social issues are taking place, even the people who believe toxic masculinity rhetoric wholesale will consider the ad a misfire of tone and an overstep in its accusations

E: btw, P&G suffered billions in losses through Gillette as per their EOY reports. They actually *tripled* down, because when asked they babbled about how it was a "small price to pay" and how those were not the sort of customers they want anyway. Which is absolutely hilarious coming from a bourgeoisie megacorporation

RoastedPony • 3 points • 5 June, 2021 04:24 PM

how those were not the sort of customers they want anyway

Didn't they spend years doing adverts promoting those same customers behavior as a way to sell products?

Mustbeaight • 7 points • 5 June, 2021 12:19 PM

Like bruv even companies that don't benefit in any way still rather bend over to the feminists ruling class

DIES-\_-IRAE • 7 points • 5 June, 2021 12:25 PM

Yup!

There are so many alternatives to choose from, it's not even hard.

Cookiedoughjunkie • 6 points • 5 June, 2021 01:38 PM

well of course

but Harry's razors are just cheaper and better anyways so...

Deadlocked02 • 5 points • 5 June, 2021 01:10 PM\*

My beard doesn't grow much, so I don't really do anything other than trimming, so no, I don't buy their products. Ugh, just to think about all the gaslighting and Kafka traps that came along with this ad makes my blood boil. "Muh, if you're bothered by it, you're probably part of the problem". It's really curious how some industries think it's a good idea to shit on their buyers if they're men (the gaming industry is notorious for that). This is completely counter intuitive.

SamaelET • 4 points • 5 June, 2021 02:57 PM

My father used Gillette products. I brought him better quality products and he doesn't use Gillette anymore.

GltyUntlPrvnInnnt • 3 points • 5 June, 2021 02:10 PM

Yep.

Since the ad came out I haven't touched a Gillette product. And I won't.

suicidemeteor • 5 points • 5 June, 2021 02:53 PM

I hate this justification. Imagine if I made an ad that basically blamed the black community for crime and then said they needed to be better. The only reason people aren't up in arms are because men aren't a "victim" community.

kerepof199 • 2 points • 5 June, 2021 01:30 PM

Just head on to r/wicked\_edge .. it'll change your life regardless !

whoAreYouToJudgeME • 2 points • 5 June, 2021 01:58 PM

I still buy some of razors. I still have their shaver and surprise it doesn't work with other razors. However, a pack of razors last me quite a while.

I stopped buying other P&G products where I can help it. Their stuff is expensive anyways.

[deleted] • 2 points • 5 June, 2021 02:20 PM

Can't boycott a company you never supported.

That said I didn't really care for the commercial one way or another.

Though I did find it funny how it was very conservative despite the pitch being to more progressive people (men protecting women from other bad men is a cultural norm that goes back to the start of civilization).

In fact, I seem to remember someone here even linking to conservative pundits (something like half a dozen independent writers) who saw the same thing and wrote about it. If someone has the links I would actually appreciate it.

There were also others things you'd notice, if you were tuned into it. Compare and contrast catcalls in reality and in the add. Do you have enough brain cells to see the disparity?

All in all it was (yet another) dumb cultural spat, seems Gillette aired on the wrong side this time, although I never really gave a shit.

That said, I think it wasn't marketed to men, but to women since they're the ones who usually stand in the supermarkets and buy stuff for the family, her man included. Although we can also ask if it even succeeded there.

Cricket • 2 points • 5 June, 2021 03:16 PM

Yes, in fact avoid as much Procter & Gamble product that I can.

Talik1978 • 2 points • 5 June, 2021 04:27 PM

I used to do Gillette. Now I do dollar shave club, and intend to continue until they do some dumb shit.

Even if Gillette apologized at this point, I have invested in another brand, and I won't change back unless Gillette has an observably better product (they don't, it's about even) *and* they take their head out of their ass with this position.

GoodApollo1994 • 2 points • 5 June, 2021 05:03 PM

I am.

Atomic-Duck • 2 points • 5 June, 2021 06:06 PM

Yes, i still remember. I never buy their products.

az226 • 2 points • 5 June, 2021 06:55 PM

Still boycotting. After decades of using their products.

bkrugby78 • 1 point • 5 June, 2021 03:53 PM

No. Mostly because they dropped their prices. I like their blades!

People are free to do what they like though.

Old-Compote-9991 • 1 point • 5 June, 2021 07:58 PM

I've never used anything from them before? But I'm not even clear on what the issue with the ad was except it was cringe

matrixislife • 1 point • 5 June, 2021 02:25 PM

Of course.

Uppmas • 1 point • 5 June, 2021 02:55 PM

Never used razors for my beard, just philips oneblade (highly recommend).

For my head it's Headblade razors. Gillette stuff is really expensive here so I would never have touched them

even without the ad. The ad is just a big questionmark for me, but I guess they managed to make the headlines all over the world so they got what they wanted.

snyper7 • 1 point • 5 June, 2021 05:59 PM

Just looked up Headblade. I don't shave my head, but if I did I'd use those. I love the idea of running a little snowmobile-looking razor over my head like a Tech Deck.

Uppmas • 1 point • 5 June, 2021 06:12 PM

Yes it is quite funny and really does a good job.

Enzi42 • 1 point • 5 June, 2021 04:01 PM

I don't go out of my way to boycott Gillette (I don't believe in boycotts, but that's a whole other issue), but I do practice a "soft" version of this. If there is a choice between a Gillette product and something else, I'll usually go with the other brand. With that said...

Instead, they not only doubled downed on the premise, but they took it a step further, "If you're offended by this ad, then you're obviously one of those toxic men the message was meant for".

I utterly despise people who use this sort of logic; I genuinely think it is one of the more vile forms of argument, simply because of how manipulative and dishonest it is. This "comeback" is more than typical "*No U*" nonsense. It's designed to force the person who has been insulted into a defensive mode where they must defend their moral integrity and start to doubt themselves.

The word is used far too often, but I do think it's a form of gaslighting people or at least a very close cousin to the technique. Ironically for all the screeching the woke do about gaslighting, this particular form of it seems to be a staple in their arsenal and the arsenal of those who *cater* to the woke.

UnHope20 • 1 point • 5 June, 2021 07:38 PM

Never really used much of their stuff unless there was a sale. But after the add I totally dropped them won't by their stuff even if it was a BOGO deal.

It's their job to sell me toiletries, not offer a code of ethics to an entire sex that is based on multiple false narratives. Stay in your lane gillette. Better yet, do whatever you want because I'm completely disinterested in you.

These corporations are so committed to PR campaigns that they will bring in an ideologue to oversee their advertisements who will literally only promote populist ideas.

Deplorable at best.

McNultyLikesJameson • 1 point • 5 June, 2021 07:51 PM

I didn't think the ad was that bad at the time, but given how mainstream misandry has gotten worse, I do tend to ignore Gillette products now.

AleksandrNevsky • 1 point • 5 June, 2021 11:34 PM

"Boycotting" is the wrong word.

I don't like their razors anymore and the atrocious ad campaign was the excuse I needed to defect to Harry's.