So, you have watched a series of video advertisements; some of the basic messages that were being sent included the danger of ingesting too much makeup, and the hazards of detergent residue.

Say you wish to convince someone to stop or limit use of makeup, or to avoid spraying excessive amounts of body deodorant. How would you do so? Before we critique contemporary advertising, let us take a look at a set of antique advertisements, for Lysol, from the early 1900s.

"PLEASE, DAVE.. PLEASE DON'T LET ME BE LOCKED OUT FROM YOU!"

A man marries a woman because he loves her. So instead of blaming him if married love begins to cool, she should question herself. Is she truly trying to keep her husband and herself eager, happy married lovers? One most effective way to safeguard her dainty feminine allure is by practicing complete feminine hygiene as provided by vaginal douches with a scientifically correct preparation like “Lysol.” So easy a way to banish the misgivings that often keep married lovers apart.

“Lysol” has amazing, proved power to kill germ-life on contact … truly cleanses the vaginal canal even in the presence of mucous matter. Thus “Lysol” acts in a way that makeshifts like soap, salt or soda never can. Appealing daintiness is assured, because the very source of objectionable odors is eliminated.

Use whenever needed!
Yet gentle, non-caustic “Lysol” will not harm delicate tissues. Simple directions give correct douching solution. For feminine hygiene, three times more women use “Lysol” than any other liquid preparation. No other is more reliable. You, too, can rely on “Lysol” to help protect your married happiness … keep you desirable!
“You always want to leave”

A familiar, pathetic figure — the wife who always gets tired and leaves the party before anyone else. So often it is her own fault.

No woman who has a normal foundation of good health can be forgiven for failing to “stay young for her husband.”

Science offers a simple protection for her health and youthfulness — sane habits of living, sane habits of diet and the proper practice of feminine hygiene.

But be sure you get the facts about feminine hygiene. Send for the free booklet offered below. It contains the facts and simple directions you must have. It was written for women by a woman physician. Mail the coupon today. The booklet will reach you in a plain envelope.

Fads in personal antiseptics come and go, but the number of women who use “Lysol” Disinfectant is increasing at a greater rate today than ever before!

Don’t experiment — don’t be misled by false theories — make no mistake — only a poison can kill germs. Send for our booklet now. But in the meantime be safe, be sure. Buy a bottle of “Lysol” Disinfectant today. Complete directions come with every bottle.

“Held in a web of indifference ...”

Day after heartbreaking day I was held in an unyielding web—a web spun by my husband’s indifference. I couldn’t reach him any more! Was the fault mine? Well...thinking you know about feminine hygiene, yet trusting to now-and-then care, can make all the difference in married happiness, as my doctor pointed out. He said never to run such careless risks—prescribed "Lysol" brand disinfectant for douching — always.

“But I broke through it!”

Oh, the joy of finding Tom’s love and close companionship once more! Believe me, I follow to the letter my doctor’s advice on feminine hygiene...always use “Lysol” for douching. I wouldn’t be satisfied now with salt, soda or homemade solutions! Not with “Lysol”, a proved germ-killer that cleanses so gently yet so thoroughly. It’s easy to use, too, and economical. The very best part is—“Lysol” really works!

Many doctors recommend “LYSOL” for Feminine Hygiene...for 6 reasons

Reason No. 5: DEPENDABLE UNIFORMITY...Uniform in strength, “Lysol” is made under continued laboratory control—is far more effective than homemade douching solutions.

Note: Douche thoroughly with correct “Lysol” solution ... always!
That **Other You** could wreck your marriage!

Your married happiness depends on the real you... confident you, never doubting your intimate feminine hygiene. Don’t risk becoming another you!

Always make sure of feminine daintiness... douche regularly with “Lysol”! “Lysol” cleanses the vaginal canal even in the presence of mucous matter. No makeshift like soap, salt or soda can possibly act the same way!

“Lysol” us the famous disinfectant with amazing, proved power to kill germ-life quickly on contact!

Yet, gentle, non-caustic “Lysol” will not harm delicate tissue. Correct douching solution in the simple directions on every bottle. Many doctors advise patients to douche regularly with “Lysol,” just to insure daintiness alone, and to use it as often as needed. No greasy aftereffect.

Don’t run this risk! Don’t let neglect create a “dual personality”... another you, full of doubts, misgivings and inhibition! Don’t let that other you destroy your love!

Get “Lysol” brand disinfectant today, and use it regularly.
Sue was furious at Tom for the way he'd been treating her. But she was really to blame! She should have known better, for she was no stranger to feminine hygiene. It was just that she had become neglectful! Her doctor straightened her out. "It's foolish to risk your marriage happiness by being careless about feminine hygiene—even once!" he said. Then he advised her to use Lysol disinfectant for douching—always.

**OHH! DOMESTIC CRISIS!**

Heavenly is the word for Sue and Tom's home life now! Wise Sue immediately took her doctor's advice. Always, she uses Lysol for douching—knows for herself how thoroughly this proved germ-killer cleanses, yet how gently! Lysol is far more dependable than salt, soda, or other homemade solutions. "What's more," says Sue, "it's easy to use—**economical**, too!"

**Check these facts with your Doctor**

Proper feminine hygiene care is important to the happiness and charm of every woman. So douche thoroughly with correct Lysol solution...always! Powerful cleanser—Lysol's great spreading power means it reaches deeply into folds and crevices to search out germs. Proved germ-killer—uniform strength, made under continued laboratory control...far more dependable than homemade solutions. Non-caustic—Lysol douching solution is non-irritating, not harmful to vaginal tissues. Follow easy directions. C???? odor—disappears after use; deodorizes. More women use Lysol for feminine hygiene than any other method. (For FREE feminine hygiene booklet, write Lehn & Fink, 483 Fifth Avenue, New York, N.Y.)
Still “the girl he married”

When they were first married, five years ago, they liked to dance together, go motoring together, play golf together. They still like to do those things together today.

She is still the girl he married.

During the years following her marriage, she has protected her zest for living, her health and youthfulness, and “stayed young with him” by the correct practice of feminine hygiene.

But feminine hygiene, wrong practiced, does more harm than good. Using the wrong disinfectant may lead to very serious consequences.

Realizing this, the makers of “Lysol” Disinfectant have prepared a booklet called “The Scientific Side of Health and Youth.” It gives the facts about this vital subject. Send the coupon now. The booklet will reach you in a plain envelope. It is free.

In the meantime, take no needless, dangerous chances. Buy a bottle of “Lysol” Disinfectant at your druggist’s today. Complete, explicit directions come with every bottle.

There are several ‘layers’ which you could make your argument at. On one level could be the feminist-sexist critique based on the idealised body images seen in the advertisements which are ultimately demeaning and derogatory to women. On yet another level you could talk about the chemical hazards of using these formulations, some of which may contain rather nasty chemicals, albeit in small amounts.

1. Study the advertisements carefully. Identify at least five claims that are made in the advertisement that you have chosen. (10%)

2. Study the text and the pictures used in the advertisements. Identify at least three assumptions made in the advertisements. These assumptions could be related to: (a) science; (b) the status of doctors; (c) the responsibility for ‘feminine hygiene’; (d) germs and health; (e) men and ‘feminine hygiene’; (f) the relationship between men and women; (g) any others that you can find.

Provide evidence to support your identification of these assumptions. Pay attention to font, formatting, layout, uses of imagery. You may mark up the advertisements to indicate your findings. (20%)
3. Do you think this advertisement would work today? Why/not? (10%)

4. Do some research on the Internet to find out more information about Lysol. The active ingredient of Lysol is benzalkonium chloride, or alkyl dimethyl benzyl ammonium chloride (ADBAC)
   a. List three physical properties of ADBAC. (5%)

   b. Describe what LD50 or LC50 is. These are measures of toxicity. (5%)

   c. Compare the toxicity of ADBAC to other commonly used antiseptics like ethanol, chlorine bleach, hydrogen peroxide, and iodine, making use of the conventional measure of toxicity, LD50 or LC50. You can also perform searches for toxicity/ pharmacology of ADBAC. (10%)
5. Is the use of Lysol as vaginal douche recommended? Why? Why not? Are there any environmental hazards related to the use of Lysol? (10%)

6. On a separate piece of paper, write a short letter to a friend who is still using Lysol as vaginal douche, discouraging her from the practice. Please use proper letter format, with three paragraphs, in about 400-600 words. The letter should be a persuasive document, contrasting the advertisement claims and the scientific evidence that you have researched, and also discuss the sexist biases that you found (30%)