

'Mansize' tissues renamed for being sexist

20th October, 2018



One of the world's biggest makers of tissues is changing the name of one of its products. The company called Kimberly-Clark is putting an end to its Kleenex "Mansize" brand of tissues. This comes after

many people complained to the company that the name "Mansize" was sexist. That name has been on the boxes of Kleenex tissues for over 60 years. Kleenex "For Men" tissues were first launched in 1956. They were advertised as an alternative to cotton handkerchiefs. Adverts said the tissues "stayed strong when wet". The company said that from now, the tissues will be renamed "Extra Large". Many companies around the world are looking at the name of their products to make sure they are not gender stereotyping.

Kimberly-Clark said it was changing the name of its tissues because its consumer service department had many complaints about the Mansize name. It said: "Kimberly-Clark in no way suggests that being both soft and strong is...exclusively masculine....Nor do we believe that the Mansize branding suggests or endorses gender inequality." It added: "We remain committed to developing the best possible products for our consumers and we take any feedback extremely seriously." The name change has started an online debate on brand names, company names and sexism. A radio presenter suggested it was time to rename the store Mothercare as many fathers also look after babies.

Sources: standard.co.uk / bbc.com / dailymail.co.uk

Writing

All product names should be totally gender neutral. Discuss.

Chat

Talk about these words from the article.

tissues / products / brand / complained / sexism / alternative / cotton / handkerchiefs / consumer / soft / strong / masculine / feedback / online debate / radio presenter

True / False

- a) The name of the company that makes the Mansize tissues is Kleenex. T / F
- b) Mansize tissues first went on sale in the 1950s. T / F
- c) Advertisements said the tissues were "wet when strong". T / F
- d) The "Mansize" tissues have been renamed "Peoplesize". T / F
- e) The company had many complaints about the product being sexist. T / F
- f) The company said the Mansize tissues were very masculine. T / F
- g) The company said it is serious about listening to feedback. T / F
- h) A radio presenter wants the store Mothercare to be renamed. T / F

Synonym Match

(The words in **bold** are from the news article.)

- | | |
|-----------------------------|------------------|
| 1. makers | a. goods |
| 2. putting an end to | b. substitute |
| 3. complained | c. solely |
| 4. alternative | d. protested |
| 5. products | e. supports |
| 6. consumer | f. care for |
| 7. exclusively | g. manufacturers |
| 8. endorses | h. very |
| 9. exclusively | i. customer |
| 10. look after | j. finishing |

Discussion – Student A

- a) What do you think of tissues?
- b) What do you use tissues for?
- c) What do you think of tissues being called "Mansize"?
- d) Is the name "Mansize" sexist?
- e) Should all products have gender-neutral names?
- f) Which are better, tissues or handkerchiefs?
- g) Is it important for tissues to "stay strong when wet"?
- h) Is "Extra Large" a better name for the tissues?

Phrase Match

- | | |
|--|----------------------------|
| 1. One of the world's biggest | a. inequality |
| 2. putting an end to its Kleenex "Mansize" | b. department |
| 3. tissues were first | c. stereotyping |
| 4. They were advertised as an alternative | d. masculine |
| 5. gender | e. launched in 1956 |
| 6. consumer service | f. brand of tissues |
| 7. both soft and strong is exclusively | g. seriously |
| 8. gender | h. makers of tissues |
| 9. we take any feedback extremely | i. names |
| 10. brand | j. to cotton handkerchiefs |

Discussion – Student B

- What do you think about what you read?
- Why were the tissues called "Mansize" and not "Womansize"?
- Have you ever complained about a product?
- Do you think companies listen to feedback?
- What could we use instead of tissues?
- How bad are tissues for the environment?
- Should the store Mothercare change its name to Parentcare?
- What questions would you like to ask the company CEO?

Spelling

- the name of one of its sourcpdt
- many people iemdpconal to the company
- the name "Mansize" was ssxiet
- tissues were first cheluand in 1956
- an tatnelvirea to cotton handkerchiefs
- they are not rdnege stereotyping
- its eocmursn service department
- exclusively aisulncem
- We irmaen committed
- we take any keedafcb
- reetlxmye seriously
- an online etebad

Answers – Synonym Match

1. g	2. j	3. d	4. b	5. a
6. i	7. c	8. e	9. c	10. f

Role Play

Role A – Mansize Tissues

You think Mansize tissues are the most sexist products. Tell the others three reasons why. Tell them why their products aren't really sexist. Also, tell the others which is the least sexist of these (and why): women's deodorant, men's socks or dolls for girls.

Role B – Women's Deodorant

You think women's deodorant is the most sexist product. Tell the others three reasons why. Tell them why their products aren't really sexist. Also, tell the others which is the least sexist of these (and why): Mansize tissues, men's socks or dolls for girls.

Role C – Men's Socks

You think men's socks are the most sexist products. Tell the others three reasons why. Tell them why their products aren't really sexist. Also, tell the others which is the least sexist of these (and why): women's deodorant, Mansize tissues or dolls for girls.

Role D – Dolls for Girls

You think dolls for girls are the most sexist products. Tell the others three reasons why. Tell them why their products aren't really sexist. Also, tell the others which is the least sexist of these (and why): women's deodorant, men's socks or Mansize tissues.

Speaking – Sexist products

Rank these with your partner. Put the most sexist products at the top. Change partners often and share your rankings.

(<https://www.buzzfeed.com/erinchack/pointlessly-gendered-products>)

- | | |
|-------------------|----------------------|
| • Men's tea | • Beer for women |
| • Men's socks | • Women's deodorant |
| • Dolls for girls | • Girls' kitchen toy |
| • Mansize tissues | • Women's toolset |

Answers – True False

a	F	b	T	c	F	d	F	e	T	f	F	g	T	h	T
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Answers to Phrase Match and Spelling are in the text.