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'Mansize' tissues renamed for being sexist – 20th October, 2018

Level 0

A tissue company changed the name of its Kleenex "Mansize" tissues. People complained that the name was sexist. The name is over 60 years old. Adverts said they "stayed strong when wet". The tissues will be renamed "Extra Large". Other companies are now making sure their products have no gender issues. The company said the tissues did not suggest that only men were soft and strong. It said it would make the best products for customers. It takes feedback very seriously. The name change started a discussion on sexism. Someone said the store Mothercare should change its name because fathers also look after babies.

Level 1

A tissue company is changing the name of one of its Kleenex "Mansize" tissues. This is because people complained that the name "Mansize" was sexist. The name started over 60 years ago, in 1956. The tissues were an alternative to cotton handkerchiefs. Adverts said they "stayed strong when wet". The tissues will be renamed "Extra Large". Companies are now looking at the name of their products to make sure there are no gender issues.

The company said the Mansize tissues did not suggest that only men were soft and strong. The company said: "We remain committed to developing the best possible products for our consumers and we take any feedback extremely seriously." The name change started an online debate on brand names and sexism. A radio presenter the store Mothercare should change its name because many fathers also look after babies.

Level 2

Tissue company Kimberly-Clark is changing the name of one of its products. It is putting an end to its Kleenex "Mansize" tissues. This is because many people complained that the name "Mansize" was sexist. The name has been on the boxes of tissues for over 60 years. They were first launched in 1956 as an alternative to cotton handkerchiefs. Adverts said the tissues "stayed strong when wet". The company said that the tissues will be renamed "Extra Large". Companies around the world are looking at the name of their products to make sure they are not gender stereotyping.

Kimberly-Clark's consumer service department had many complaints about the Mansize name. The company said being both soft and strong is not only masculine. It said the Mansize name did not suggest 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 started an online debate on brand names, company names and sexism. A radio presenter said it was time to rename the store Mothercare because many fathers also look after babies.

Level 3

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.

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