



1958 advertisement for Nilfisk vacuum cleaners



Still Killing Us Softly: Advertising's Image of Women



image1969 advertisement for Hoover irons



1988 advertisement for Duval Pastis



1966 advertisement for Nilfisk vacuum cleaners

Kilbourne's words, "It's an environment full of unhealthy images where they sacrifice women's health and well-being for profit"

The domestication of women is also reflected in advertisements for household goods. The advertisements constantly portray women's belonging to the family, which suggest a lower status.

1. Aside from the fact that women are often publicized in the same breath as domestic appliances, what else are women often portrayed as?
2. How does this biased information negatively affect women's physical and mental health?

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