

# DefendDignity

May 18, 2018

Mr. Galen Weston, Chairman and CEO  
Loblaw Companies Limited  
1 President's Choice Circle  
Brampton, Ontario L6Y 5S5

Dear Mr. Weston,

I am writing today to ask you to remove *Cosmopolitan* magazine from the checkout lanes in all your stores.

*Cosmopolitan* is a visually hyper-sexualized and verbally pornographic magazine, glamorizing things like public, group, anal, and commercial sex in nearly all of their issues.

Currently, *Cosmopolitan* is often found in the checkout lanes, at the eye-level of children and all other customers. *Cosmopolitan's* use of cover models and celebrities popular with children and teenagers reveals their strategy to appeal to children with their high-risk sexual messages.

Research has shown that people frequently exposed to softcore images become desensitized to them and are less likely to hold positive views of women.<sup>1</sup>

Young people are impressionable, and this magazine routinely promotes risky sexual behaviours and normalizes commercial sexual exploitation, such as pornography and prostitution. It is full of gratuitous and explicit sexual discussions, and is consistent in its sexual objectification of women and men.

For example, a content analysis of *Cosmopolitan* and *Glamour* magazines revealed that, "Sex is portrayed as largely recreational and mechanical and as occurring between genitals, or involving mouths, hands, or anuses....The portrayal of sex is

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<sup>1</sup> University of Nottingham, "Soft-core pornography viewers 'unlikely to hold positive attitudes toward women," June 15, 2016.  
<https://www.nottingham.ac.uk/news/pressreleases/2016/june/soft-core-pornography-viewers-unlikely-to-hold-positive-attitudes-towards-women.aspx> (accessed May 16, 2018).

fundamentally reductionist...the individual is seen as a body made up of organs-seeking-pleasure, rather than as a whole-person."<sup>2</sup>

Your corporate purpose is to help your customers to "Live Life Well." In the interest of the well-being of your customers, I would ask that you join the fight against sexual exploitation and immediately remove *Cosmopolitan* from the check out lanes of all Loblaw affiliated stores.

Defend Dignity will be asking the public to join in encouraging Loblaws to make this change. I would request the opportunity to meet with you and your representatives to discuss how Loblaw Companies can become a corporate leader in the fight against sexual exploitation.

Sincerely,



Glendyne Gerrard  
Director, Defend Dignity  
glendyne.gerrard@cmacan.org  
416-674-7878 x243  
30 Carrier Drive, Suite 100  
Toronto, ON M9W 5T7  
Defenddignity.ca

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<sup>2</sup> Juanne N. Clarke, "The Paradoxical Portrayal of the Risk of Sexually Transmitted Infections and Sexuality in US Magazines Glamour and Cosmopolitan 2000-2007," *Health, Risk & Society* 12, no. 6 (2010): 560-574.

# DefendDignity

May 18, 2018

Mr. Lee Tappenden, President and CEO  
Walmart Canada  
1940 Argentia Rd  
Mississauga, ON L5N 1P9

Dear Mr. Tappenden,

I am writing today to ask you to remove *Cosmopolitan* magazine from the checkout lanes in all your stores.

*Cosmopolitan* is a visually hyper-sexualized and verbally pornographic magazine, glamorizing things like public, group, anal, and commercial sex in nearly all of their issues.

Currently, *Cosmopolitan* is often found in the checkout lanes, at the eye-level of children and all other customers. *Cosmopolitan's* use of cover models and celebrities popular with children and teenagers reveals their strategy to appeal to children with their high-risk sexual messages.

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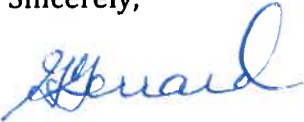
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fundamentally reductionist...the individual is seen as a body made up of organs-seeking-pleasure, rather than as a whole-person.”<sup>2</sup>

I know your company values your customers and desire to help them “Live Better.” In the interest of the well-being of your customers, I would ask that you join the fight against sexual exploitation and remove *Cosmopolitan* from check out lanes immediately.

Defend Dignity will be asking the public to join in encouraging Walmart to make this change. I would request the opportunity to meet with you and your representatives to discuss how Walmart Canada can become a corporate leader in the fight against sexual exploitation.

Sincerely,



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