

As parents of 3 children under 5, our submission to your committee is that we are particularly concerned with the sexualisation of children in the media.

The area of particular concern is that of the fashion industry and apparel advertising.

In an era of eating disorders and low self-esteem and body image among teenagers (girls in particular) the pre-pubescent images used in fashion advertising can only exacerbate the problem.

It is our submission that it become illegal to use anyone under 18 or anyone who appears to be under 18 in any form of advertising of products for children full stop. If not, then at the very least for that ban to apply to any form of apparel / fashion advertising.

Thanks for having the bravery to attempt to confront this very concerning issue.

Yours Sincerely,

Malcolm & Rosemary Pryor