

Cosmo “Grooms” Girls for Disease, Depression, & Even Death

Judith A. Reisman, Ph.D.¹ and Mary E. McAlister, Esq.

“Get them early’ We want to get them early, because then you can get them for the rest of their lives.”² *Advertising Age*.



Society is learning the hard way that the “old-fashioned” Biblical commands directing female and male modesty, abstinence before marriage, the “missionary” position within marriage and the prohibition of adultery, oral sodomy, anal sodomy, pornography, masturbation, voyeurism, fornication, exhibitionism, etc., were designed to preserve human sexual health, welfare, even life, as is discussed shortly. Western, Judeo-Christian parents in the past had been the primary sex educators of their children and emphasized health and stability by downplaying the libido, focusing on bodily modesty, encouraging abstinence until the wedding day and “normal” sexual positions during marriage.

Parents have been largely displaced by a popular culture, including schools, stressing casual, early, varied sex, without consequences. These drastic changes in American moral law and life have followed the sex science fraud of sex guru, Dr. Alfred Kinsey, featured on *Cosmo*’s 1953 cover (left). *Cosmo* has led women in that moral change. “A 1969 Gallup Poll reported that 69 percent of respondents said, ‘it is wrong for a man and a woman to have sex before marriage.’³” By 2000, 60 percent approved of pre-marital sex.

“With over 21 million unique users a month* reaching teens, women, and men,”⁴ *Cosmo* promotes “fun, fearless female” training that is in fact deadly, as seen in new and deadly sexual diseases as well as urinary tract infections among girls and young women. *Cosmo* editors specifically targeted tweens and teens in 1999 when they launch [CosmoGIRL!](#) (r.) In 2008 *CosmoGIRL!* ceased publication and its eight million teen and preteen consumers were sent to *Seventeen* magazine.



Founded as a literary publication more than 100 years ago, by 1965 *Cosmo* emerged as a version of *Playboy* for women, featuring sex as recreation--untethered from love or procreation.⁵ Hugh Hefner unleashed the sexual revolution for Joe College with *Playboy* in December 1953,⁶ and 12 years later Helen Gurley Brown mimicked the new eros for females in *Cosmo*.⁷

Hefner⁸ and Brown⁹ touted Kinsey’s fraudulent sex “science”¹⁰ (*Sexual Behavior in the Human Male* and *Sexual Behavior in the Human Female*, 1948 and 1953), joining the media

frenzy that proclaimed a new “scientific” era of sexual license without consequences.¹¹ Hefner, Brown and thousands of journalists described Kinsey as an objective, married, “scientist” who revealed the truth about sex. Fifty years later Kinsey was exposed as a bi/homosexual, sado-masochist, pedophilic, pornography/masturbation addict who apparently died of complications from “orchitis” due to STDs and violent masturbation.¹² Belief in a “natural” libidinous state stemmed from Kinsey’s claims that “children are sexual from birth,”¹³ which were actually based on his team’s rapes and sexual abuse of up to 2,035 infants and children.¹⁴

Kinsey documented child rapes and abuses in five detailed “orgasm” tables testing infants and children in 24-hour trials.¹⁵ He concluded that since children are “orgasmic at birth,”¹⁶ libidos should be trained from birth. Also claiming to have interviewed four-thousand women subjects and found none harmed by a sexual assault,¹⁷ his libido meme has informed media, laws, and public policies.¹⁸ Hefner/Brown became, in Hefner’s words, “Kinsey’s pamphleteer[s].”¹⁹ In 1977, Professor Isadore Rubin commented on the influence of Hefner and Brown:²⁰

The wisdom of chastity has been seriously questioned on a regular basis in mass-circulation magazines like *Playboy* and *Cosmopolitan* A sizable number of influential churchmen have declared that - even from a Christian point of view - no absolute rule can be laid down concerning the morality or immorality of all sex before marriage.

This report briefly focuses on some physical, sexual and emotional diseases resulting from jettisoning thousands of years of sex rules for a “fun, fearless, female” “*Cosmo* girl.” Next, it describes how *Cosmo* used targeted marketing to lure tweens and teens to its toxic libido messages. Finally, the article offers strategies for protecting tweens and teens from the dire consequences of *Cosmo*’s worldview.

I. The Birth of The *Cosmo* Girl: The End of Sexual Health

Briefly, a social scientist attending a “sneak peek” of the *Female* volume for *Cosmo* said Kinsey’s book libeled women:²¹

[I]t boldly attacks many of our existing sex standards...plainly slanted against chastity and in favor of what used to be called free love.... comments are reserved for the “frigid spinsters” who.... restrict the sex behavior of others....he warns of the damage of “sexually unresponsive, frustrated females” in the “guidance of our youth”.... public policies and legislation governing sex...” better.... unmarried Kinsey females “who did understand the significance of sex and were not living the.... frustrated lives which our culture...had expected them to live.”²²

Ms. Brown joined Kinsey’s rant against “frigid spinsters” by transforming *Cosmo* into the “hottest” women’s magazine of the late 1960s and early 1970s.²³ A *Cosmo* girl would become “the object of men’s sexual fantasies.”²⁴ Like *Playboy*, *Cosmo* wrote wild fake sex tales about ordinary young women quoted as true-life stories to readers.²⁵ Those fictions of “having sex like barnyard animals,” what Brown called true womanhood,²⁶ were believed by women and girls eager to be desired. By 2009, *Cosmo* had over 100 million readers in more than 100 countries.²⁷

Cosmo was and is fake news urging sex acts that risk health and safety. For example, in January 1988 *Cosmo* assured readers that having unprotected sex with an HIV-positive man was safe if they used the missionary position. This was blatantly false, lulling women into a false sense of security despite extant medical information that teens and women *were fatally* at risk of infection from coitus with HIV-positive men.

II. *Cosmo* Consequences are Destructive, Deadly for Tweens and Teens.

Tweens and teens are no longer limited to merely monthly installations of hyper-sexualized media in the magazine. They can follow *Cosmo* on Facebook and Twitter to receive regular seduction throughout the day--in school, on the bus, everywhere--on their portable devices. A recent example is a tweet that directs viewers to a story about a “great new feature” from Porn Hub that “finally” permits them to use animated “emojis” to order pornography.²⁸ Considering the appeal of these animated images to naïve children, the new feature is likely to attract a lot of attention in middle school and high school hallways.

When tweens and teens pick up *Cosmo* or click on the tweets to follow the story they enter into a sexual inferno. *Cosmo*’s “fearlessness” could cost tweens and teens their very lives. For *Cosmo*’s call to try varied, untested sex partners is anything but harmless fun. One increasingly common effect is painful, recurrent, urinary tract infections, (UTIs) related in an NBC news story about a drug-resistant strain of eColi that could cause up to 1 million infections a year:

The vast majority of those who get urinary tract infections [are] typically young, healthy women who’ve become sexually active” [with] “more than 3,000 deaths a year [resulting] from infections that started [out in the urinary tract](#).²⁹

Dr. Ruth Westheimer,³⁰ a self-professed sex “expert” whose Website promotes *Cosmo*, also guides young women into sexual disease causing activities. In one post, a guest urologist explained young women often contract UTI’s from “penis-to-vagina sex” (“doggy style”), and anal sodomy. Yet, these



positions (even woman on top³¹) are publicized by *Cosmo* and their sexperts as play! Have “one night sex stands” with strangers where sexy “thongs” (implicated in UTIs) are tossed aside for vigorous sex in new positions, and the use of sex tools renamed “toys,” all of which are risky to health and needlessly risk fatal diseases.

The Mayo clinic notes some UTI causes, “[Sexually active women](#)....a new sexual partnerdiaphragms spermicidal agents,” failing to urinate after sex, etc. “[An untreated UTI](#)...can also cause [sepsis](#)....Sepsis kills and disables millions....Many who do survive are left with life-changing effects, such as [post-traumatic stress disorder](#) (PTSD), chronic pain and fatigue, and organ dysfunction (organs don’t work properly) and/or amputations.”

Big pharma (a [Cosmo advertiser](#)) profits as UTI rates skyrocket. *Some fun!*

From the New York Times:

Frequent or recent sexual activity is the most important risk factor for urinary tract infection in young women. Nearly 80% of all urinary tract infections in premenopausal women occur within 24 hours of intercourse. *UTIs are very rare in celibate women.*³²

Or, in faithful married women with one spousal “partner,” (the rare cases are called “Honeymoon cystitis” just after the wedding).

“It can occur when a woman has sex for the first time, or when a woman has sex after a long period of time without any sexual activity. During sex, E.coli bacteria which tend to live on the skin around your anus can be transferred to your urethra (for example via your partner's fingers or penis.”

Cosmo suggests for extra protection use “a [spermicidal jelly](#), foam or gel with the condom.” *Cosmo*, sexologists, sex educators and commercial pornographers urge dangerous sexual behavior. Although anal sex (sodomy) is cited often as a cause of HIV while being painful and viperous, (thus by definition, abnormal--originally exclusively homosexual) *Cosmo*, sexologists and sex educators all actively advocate it and oral sodomy (discussed shortly).

A. *Cosmo’s* Hairless “Child” Pudenda; Leads to STI’s, Lice, etc.



At left one of *Cosmo’s* “Health” stories promoting cannabis for menstrual cramps. The nude pudenda is a trigger for children, contributing to the current epidemic of child sexual abuse. The hairless child pudenda is long promoted in *Cosmo* disguised as “beauty” and cleanliness. In 1977 *Congressional hearings on Sexual Exploitation of Children*, the pornographic *Hustler* publisher, Larry Flynt was asked about child images in his magazine. He answered:

Pornography is my business....The majority of the letters that come into my magazine are from readers who would like to see photographs of shaved genitalia. What they are really asking for is photographs of children, but they can’t come out and say

it. (262)

Dr. Reisman’s Office of Juvenile Justice and Delinquency Prevention (OJJDP) research, [Children, Crime and Violence in Playboy Penthouse and Hustler](#) (1987) found “14 percent (681) were “pseudo-children,” (apparent adults with hairless genitalia.)”³³ A 2016 UCSF medical study, “[Correlation between pubic hair grooming and STIs](#) found 66% of men and 84% of women who “groomed” pubic hair had a higher history of self-reported STIs, including cutaneous STIs, secretary STIs, lice...herpes, human papillomavirus, syphilis and molluscum were more common among groomers (depilatory) after adjusting for age and number of lifetime sexual partners.”³⁴

[Pubic hair does have a purpose](#), providing a cushion against friction that can cause skin abrasion and injury, protection from bacteria and other unwanted pathogens, and is the visible

result of long-awaited adolescent hormones, certainly nothing to be ashamed of or embarrassed about.

B. Fake Sex Information Endangers Physical and Mental Health.

We should pause here to note that masturbation, glamorized by *Cosmo*, pornographers and sex educators, turns out to be **highly addictive for many**, especially youth, and partners now with pornography addiction. Research now finds that autoerotic acts not only **focus on “self” to the exclusion of family** and close, erotic attachments, but often, this “natural drug” actually leads to **sexual impotence and possible acting out in unacceptable ways**.



A surprising health hazard turns out to be oral sex. The August 2013 *Cosmo* featured Michael Douglas and his wife Catherine Zeta-Jones alongside a report that Mr. Douglas has oral cancer [throat, tongue] from oral sex. Pediatrician Dr. Meg Meeker reports HPV is “responsible for 99.7% of cervical cancer cases and the deaths of nearly 5000 women each year...[as well as] head and neck cancers.”³⁵

Oral sex can also spread genital herpes. In September, *Cosmo* pictorially shows young and old consumers how to give him “hotter” oral sex, (using a condom, which *Cosmo* knows most guys will not allow and which *Cosmo* admits is not preferred by readers). Absent from the directions for “hot” oral sex are cancerous consequences of the acts as highlighted by Michael Douglas in the prior issue.



C. Nearly Three Decades of Fake Sex News Yields Consequences

Cosmo's sexual falsehoods have never have been harmless, particularly for many tweens and teens, physically, mentally and emotionally immature. For their youthful readers, emphasis on frequent, partner-and-position-varied sex risks their very lives. *Cosmo* knows it full well, as seen below. In legal parlance, *Cosmo* could be acting with reckless disregard of the dangers they present to their trusting consumers.

May 3, 2007, *How Cosmo Changed the World: The fascinating story of the magazine you know, love, and can't live without. If you're like most of our readers, you can't wait to tear into *Cosmo* every month, eager for tips on everything from **having great sex** to scoring your dream job. Oh, let's just say it: *Cosmo*'s your bible!*

related diseases and correlated sex activities from 1948 to 2008.

- 948,102 reported cases of chlamydial infection among persons aged 15–24 years of age, representing 66 percent of all reported chlamydia cases.
- Women 20–24 years had the highest rate of chlamydia (3,651.1 cases per 100,000 females).
- Teens 15–19 years had the second highest rate of gonorrhea (430.5 cases per 100,000 teens) compared with other females.
- Women 20–24 years had the highest rate of gonorrhea (533.7 cases per 100,000 females) compared with any other age or sex group.
- Reported primary and secondary syphilis cases among teens 15–19 years increased in 2013–2014 by 31.6%, to 2.5 cases per 100,000 females.

In the 1960s there were two known STDs—gonorrhea and syphilis—and they were commonly curable with penicillin.⁴⁴ Today, there are as many as 80 to 100 types of STDs, many incurable and some with therapies that are much more complex than a shot of penicillin.⁴⁵ In many cases, the STDs go undetected for years and lead to pelvic inflammatory disease which can require a radical hysterectomy or even death.⁴⁶ Human papilloma virus or HPV has gone from being rare in the 1980s to, as of 2002, the most prevalent STD, affecting at least 20 million people.⁴⁷ As mentioned above, HPV is a leading cause of cervical cancer which in 20 years has gone from being a disease primarily of post-menopausal women to one that is most prevalent in young women under 25.⁴⁸ HPV also causes vaginal, vulvar, uterine and penile cancers. Because many children have been encouraged to engage in oral and anal sex (sodomy) to avoid getting pregnant, HPV also now causes anal cancer and cancers in the throat, head and neck.⁴⁹

Teens develop cancer from HPV infections due to relative immaturity of their immune systems.⁵⁰ In particular, teen vaginas contain mucus that hold a virus more than that of an older woman.⁵¹ A young girl's cervix develops slowly and differs physiologically from the mature women's cervix.⁵² A girl's cervix is attractive to viruses, bacteria and other pathogens which results in a higher risk for pelvic inflammatory diseases than that experienced by adult women.⁵³

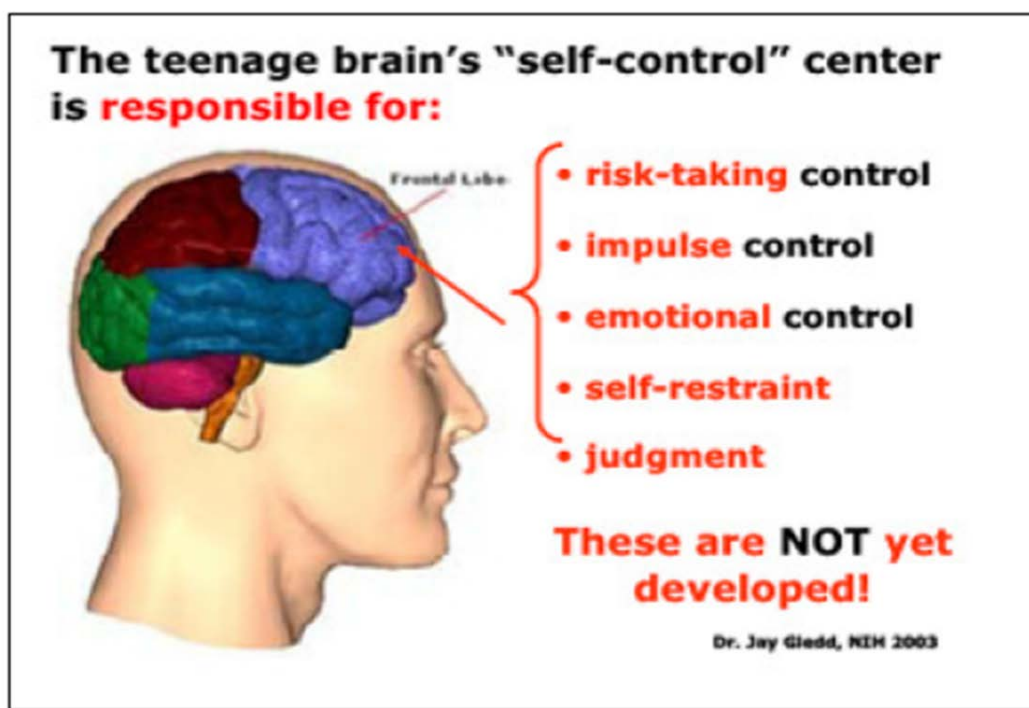
Dr. Meecker calls the alarming increase in teen depression and suicides “Emotional STDs,” likely more devastating than HPV, chlamydia or other STDs.⁵⁴ Her years of treating youngsters has shown that early sexual activity by minors creates trauma, emotional turmoil and psychological distress, coming as it does when minors are already experiencing intense and confusing emotions and hormonal changes.⁵⁵ Over one-third of the adolescent population has thought about killing themselves.⁵⁶ One in eight teenagers is clinically depressed.⁵⁷ The rate of suicide increased 200 percent between 1992 and 2002.⁵⁸ “Sexual freedom causes most [teenagers] tremendous pain.”⁵⁹

These medical observations are supported by the brain sciences, which have tracked the development of the human brain from infancy to adulthood. National Institute of Mental Health neuroscientist Dr. Jay Giedd studied the adolescent brain using magnetic resonance imaging for more than 20 years leading to “remarkable insight and a more than a few surprises.”⁶⁰ Until a young person is about 25 they are subject to “continuous neurological developments increased

preferences for risky behavior and novelty seeking,” which promotes the development of addictive behaviors, be it nicotine, alcohol, drugs or sex.⁶¹ Dr. Giedd explains:

The most surprising thing has been how much the teen brain is changing. By age six, the brain is already 95 percent of its adult size. But the gray matter, or thinking part of the brain, continues to thicken throughout childhood ... this process of thickening of the gray matter peaks at about age 11 in girls and age 12 in boys, roughly about the same time as puberty.”

But another part of the brain -- the cerebellum, in the back of the brain -- is not very genetically controlled...is very susceptible to the environment. And interestingly, it's a part of the brain that changes most during the teen years. This part of the brain has not finished growing well into the early 20s, even.⁶²



Prior to the early 20s, young people (and even adults) are unable to process sexual stimuli received in reading or viewing sexually explicit words and images, let alone the emotions accompanying sexual activity. For this reason, sexually explicit images and language were illegal in the United States until the late 1950s.⁶³ The human brain, especially the immaturely/undeveloped brain, is traumatized, overwhelmed by the imagery, causing long-term damage to mental and emotional development. As Dr. Meeker found, if the teens actually act out on what they read in *Cosmo* and find that it does not lead to the kind of freedom and joy promised, then the trauma is increased and can lead to PTSD as well as depression and suicidal ideation.⁶⁴

D. Condoms Too: What They Don't Know Can Hurt-or Kill-Them

Even more dangerous than what is contained in the *Cosmo* girl message to children (tweens and teens) is what is omitted. As discussed above, in January 1988 *Cosmo* girls were falsely told that they could not get HIV from the old-fashioned missionary position for heterosexual sex even if they did *not use a condom*. From that time to the present, *Cosmo* girls are told *that if they insist* that their guys use condoms they are protected from STDs during their sexual adventures. However, as with HIV tall tales, these representations are false and dangerously so.

*First of all, no condom has ever been FDA approved for anything other than vaginal sex.*⁶⁵ Therefore, the years of talking about “safe sex” and of anal sex as a good alternative since it will not lead to pregnancy has lured unsuspecting young girls (and boys) into sodomy that, as discussed above, has resulted in epidemic oral and rectal STDs among adolescents and young adults.

In addition, even with vaginal intercourse, condoms are not effective against many STDs. Condoms have been shown to reduce the risk of sexually transmitted HIV infections in *men and women*.⁶⁶ Studies regarding condom use and gonorrhea reviewed by the National Institutes of Health showed a reduction in infection in men of up to 87 percent with inconclusive results for women.⁶⁷ Other studies showed a reduction of only about 50 percent for both men and women.⁶⁸ However, these figures are applicable only if condoms are used properly 100 percent of the time, which not realistic particular for teens.⁶⁹ Furthermore, *there have been no scientific condom “tests” using girls and boys—minors—since such experimentation would be ethically prohibited.* There is insufficient evidence regarding whether condoms are effective in preventing other STDs⁷⁰ although the epidemic rates of infection strongly suggest either failure of condoms or nonuse.

This is particularly troubling as some STDs, including HPV and herpes, are transmitted from one person to another through skin contact, not merely through the transmission of bodily fluids.⁷¹ Therefore, wearing a condom may only avoid transmission from contact with some bodily fluids and the skin of the genitals.⁷² However, if tweens and teens engage in oral sex or mutual masturbation, there is no protection from certain STDs, confirmed by the skyrocketing rates of HPV and herpes infections and even cancers in the throat and mouth.⁷³

These statistics have never been reported in mainstream news outlets, let alone in sodomy promotions such as Cosmo, leaving Cosmo girls of all ages at risk. However, the risk is greater for tweens and teens who are more likely to engage in “safe” risky behavior and more likely to engage in non-vaginal intercourse because of demands from boyfriends for sodomy and also fear of pregnancy.⁷⁴

A final danger posed by many of the activities promoted by *Cosmo* is leaving youth prey for sexual predators. The FBI and other law enforcement agencies determined that predators engage in grooming of their victims by introducing them to various types of contacts and lowering their inhibitions until they are primed for sexual assault.⁷⁵ Many of the predators use social media to pose as cute young men, lure girls and then force them to engage in acts via video conferencing or Skype.⁷⁶ If tweens and teens have already read in *Cosmo* about using

social media to have long distance sex with boyfriends, they are already on the fast track to victimization via grooming.

III. **COSMO USES ALCOHOL, TOBACCO AND JUNK FOOD STRATEGIES TO MARKET DISEASE-BASED SEX TO CHILDREN.**

Cosmopolitan's use of celebrities from Disney and other media outlets frequented by tweens and teens, along with emojis and cartoons (described below) echoes the marketing and advertising strategies of other industries to lure tweens and teens to their products. Manufacturers of junk food, alcohol and tobacco, to name a few, have used child-centric advertising for years, in some cases so blatantly that it led to the banning of their advertisements from certain media frequented by children. While “mainstream” pornography such as *Playboy*, *Penthouse* and *Hustler* have been put out of sight of children and their sale restricted to those over 18,⁷⁷ *Cosmopolitan* can be purchased by all ages at the checkout stand despite having content that rivals *Playboy*.

For many years, marketers claimed that they did not target children because “all of our customers are adults.” However, researchers have dispelled that myth and shown that in fact children are increasingly the target of marketing efforts because “the firm must have a secret source of new customers only it knows about.”⁷⁸

In the late 1990s, children influenced about \$187 billion of the \$932 billion in sales of consumer products, and their influence was climbing at a rate of 15 percent a year.⁷⁹ The 2004 Harris Interactive/Kid Power Poll of Youth Marketers revealed that professionals who work in youth-related fields believe it is appropriate to begin marketing to children at age seven.⁸⁰ That is more than two years before the professionals believe that most young people can view advertising critically (age 9.1), or can effectively separate fantasy from reality in media and advertising (age 9.3).⁸¹ Youth marketers believe it is appropriate to target marketing to children almost five years before most young people can allegedly make intelligent choices as consumers (age 11.7).⁸²

This poll shows that youth marketers are pressured by a sense of urgency to reach kids early so that brands will be familiar to them when they do reach an age where they make or influence purchase decisions,’ said John Geraci, Vice President of Youth Research at Harris Interactive.⁸³

The youth-directed marketing includes not only direct advertising, but also indirect marketing in the form of celebrity endorsements and stories, cartoons and young models. This is particularly true for alcohol, tobacco and pornography, which cannot be sold or directly advertised to children, but which is stealthily marketed by cartoon characters in advertisements.⁸⁴

Indeed, many companies currently use characters from popular children’s television in their ads. This widespread use of these characters in advertising indicates that companies realize the persuasive effect that these characters have over children....Similarly, a 1991 study showed that as many six-year-olds could identify Joe Camel...as could identify the Disney Channel logo.¹⁸⁰ In light of evidence of the influence that cartoons and celebrities hold over children, several British broadcasters have banned their use in food commercials aimed at children

in an attempt to fight that country's problem with childhood obesity.⁸⁵

Cartoons have a pull beyond commercials, drawing children into stealth content harmful to them.

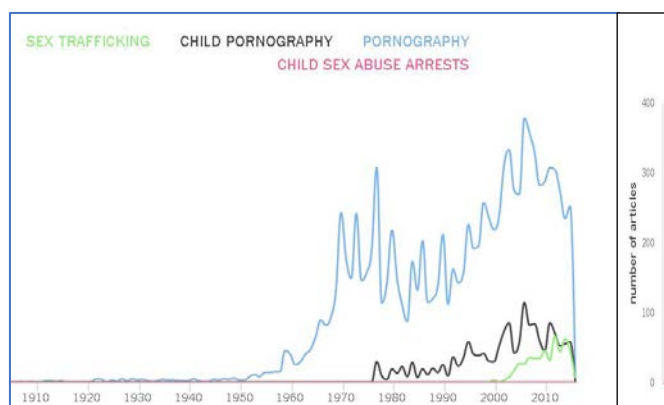
[C]hildren who view television without parental supervision may view significant amounts of television not aimed at them. Cartoons such as Fox's "The Family Guy," Comedy Central's "South Park," or cartoons that are part of The Cartoon Network's "Adult Swim," are not aimed at children. However, children may simply come across these shows and watch them because they are cartoons.⁸⁶

Likewise, tweens and teens who pick up *Cosmo* will come across cartoons such as the "9 Hilarious, Completely Spot-on Feminist Sex Positions,"⁸⁷ and be attracted to them because they are cartoons. Children picking up a copy at the newsstand or seeing it on the computer screen would be attracted to the colorful graphics. Moreover, at *Cosmo*'s explicit urging, they will want to try out what is presented as fun, fearless and empowering.⁸⁸ Unfortunately, as described above, what they will find instead is a life-threatening infection, infertility or an early death.

Scores of scientific studies confirm the obvious, that cartoons and celebrities attract and seduce children's attention, thus their brains, minds, memories and behaviors. Children affectionately embrace the cartoons that adults put in their way, from Mickey Mouse to Joe Camel and the *Playboy* bunny. As one British commentator remarked on the *Playboy* invasion of the toddler market said:

[R]aunch culture and its bed partner, a sexualised consumerism [are] apparently determined to turn tots into spendthrift tarts (how many *Playboy* pencil cases; pole dancing classes and push-up bras does a girl, small, medium or large, actually need?)⁸⁹

Cosmopolitan is perpetuating this phenomenon with its Disney star cover models, cartoons, and countless ads selling multiple name brands of SEXY make-up, perfumes, shampoos, hair dyes, clothing, nail polish, shoes, stockings, bras and panties, creams and lotions, amid stories about how to have "hot sex."



The New York Times Index of reports on the exponential increase of pornography use beginning in the 1950's (*Playboy* 1953) is followed in 1965 by the new sexualized *Cosmo*. Were child lust a media induced addiction it would be followed shortly (as it is in the 1970s) by lust for "harder" (meaner/arousing/scary) ingestion of **child pornography** followed as in 2000 by lust (meaner/arousing/scary) lust for sex traffic. Light blue is pornography, black following

is child pornography and green is sex trafficking. One addiction follows the other.

IV. Society Acted To Protect Children From Dangerous, Addictive Materials And Should Do So Again with *Cosmo*.

Society has frequently taken action to protect children from the dangerous effects of toxic substances, including tobacco and alcohol, that have been consciously or intuitively marketed to them. This has been extended to unhealthful foods such as sugary sodas and cereals with some governments calling for bans of advertisements or placement of such unhealthful products in ways or places that are attractive to children. Similar action should be taken to protect children, tweens and teens from toxic, early exposure to the sexually explicit messages and images in *Cosmo*.

In 2000 a one year study of 700 12- and 13-year-olds found that decades of nicotine addiction could begin within days of inhaling a first cigarette.⁹⁰ The study director, Dr. Joseph R. DiFranza reported that children who start that young “have an extremely hard time quitting compared to 18-year-olds” for there is “no safe level of use with tobacco,” even if use starts at an older age. “You’re never old enough to smoke.”

Nicotine exposure “can modify crucial brain development during the teen years.” Such modification occurs “particularly in areas like decision-making abilities.”⁹¹ Based on studies like these, cigarette advertising was significantly curtailed, and widespread campaigns to stop smoking, and in particular, campaigns to stop smoking in the vicinity of children were launched.⁹² Cigarettes cannot be sold to anyone under 18, and smoking is becoming less accepted in public places and is taught as harmful in schools, because of its toxic effects.

Similar studies regarding alcohol consumption have similarly led to campaigns to prevent under-age drinking.⁹³ A national survey of 43,093 adults, found that 47 percent who “begin drinking alcohol before the age of 14 become alcohol dependent at some time in their lives, compared with 9 percent of those who wait at least until age 21.”⁹⁴ One of the authors of the study said, “We definitely didn’t know 5 or 10 years ago that alcohol affected the teen brain differently....Now there’s a sense of urgency. It’s the same place we were in when everyone realized what a bad thing it was for pregnant women to drink alcohol.”⁹⁵

Alcohol also appears to damage more severely the frontal areas of the adolescent brain, crucial for controlling impulses and thinking through consequences of intended actions—capacities many addicts and alcoholics of all ages lack. These brain areas directing control, motivation and goal setting are:

...heavily remolded and rewired, as teenagers learn...how to exercise adult decision-making skills, like the ability to focus, to discriminate, to predict and to ponder questions of right and wrong...Alcohol creates disruption in parts of the brain essential for self-control, motivation and goal setting,” and can compound existing genetic and psychological vulnerabilities....Early drinking is affecting a sensitive brain in a way that promotes the progression to addiction.⁹⁶

Sugar-laden foods have also caught the attention of those trying to protect children from unhealthful, life-shortening substances.⁹⁷ “The proportion of overweight children ages- six- to -11 has increased almost fivefold in a generation, growing from four percent in the early 1970s to 19 percent by 2004.”⁹⁸ Federal regulators stated that childhood obesity threatens to overwhelm

the health care system, potentially producing “the first generation of American children with shorter life spans than their parents.”⁹⁹ Regulators warned that marketing junk food to children is a public health hazard to the point that should obesity rates continue, government intervention might be necessary.¹⁰⁰ Researchers reported that one study found a daily sugar drink increased obesity by 60 percent for that child.¹⁰¹

If placing tobacco, alcohol or even “junk food” in the hands of children is a public health hazard, how much more so is marketing dangerous, deadly experimental sex in the pages of *Cosmopolitan*? The Utah Legislature has declared that “pornography is a public health hazard leading to a broad spectrum of individual and public health impacts and societal harms.”¹⁰² Among the statements made in the concurrent resolution signed by Utah’s Governor was a recognition that “pornography is contributing to the hyper-sexualization of teens, and even prepubescent children, in our society.”¹⁰³

Cosmo’s targeted marketing is a stark example of deliberate teen and prepubescent hyper-sexualization currently allowed by our society. The public health consequences of the *Cosmo* girl lifestyle poses an even greater potential public health risk than smoking, drinking alcoholic beverages or eating junk food. Unlike cigarettes, liquor or junk food, which can require multiple exposures to affect health, it only takes one instance of trying out the *Cosmo* girl lifestyle, *i.e.*, “fun, fearless” sex, to infect a child with a traumatic, life-threatening disease.¹⁰⁴

Efforts to stop *Cosmo*’s stealth campaign to groom, lobby and hypersexualize teens and prepubescent tweens (*Cosmo* girls!) should exceed the efforts to curb childhood obesity and smoking. As has been done with tobacco and alcohol (age 21), the sale of sex-centric *Cosmo* should be seriously, vigorously restricted, and access granted only to those age 21 – like alcohol – to protect the health and well-being of the next generation.

There are already laws on the books under which *Cosmopolitan* can be compelled to restrict their content to those 18 or older, but the laws need to be enforced. State and federal statutes prohibit the distribution or sale of material deemed “harmful to minors” to anyone under age 18. “Harmful to minors” is variably defined, but generally means:

[T]hat quality of any description or representation, in whatever form, of sexually explicit nudity, sexual conduct, sexual excitement, or sadomasochistic abuse, when it:

- (a) Taken as a whole, predominantly appeals to the prurient interest in sex of children;
- (b) Is patently offensive to prevailing standards in the adult community as a whole with respect to what is suitable material for children; and
- (c) Is, when taken as a whole, lacking in serious literary, artistic, political, and scientific value for children.¹⁰⁵

Certainly, some of *Cosmo*’s content will meet that definition, particularly the materials that include photographs or drawings of models who look like they are under age 18. If these laws are enforced by prosecutors and law enforcement, then those who distribute or sell the material will be subject to fines or even imprisonment. That could go a long way to convincing *Cosmo* to ensure that the magazines and digital content are not provided to children.

ENDNOTES

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- ¹ Judith A. Reisman, Ph.D., Research professor at Liberty University School of Law and Director of the Child Protection Institute; Mary E. McAlister, Esq. Senior Litigation Counsel for Liberty Counsel.
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- ³ James Landers, *The Improbable First Century of Cosmopolitan Magazine*, University of Missouri, at 231—The Transformation—the tenure of Helen Gurley Brown. 2010.
- ⁴ <http://www.cosmopolitan.com/about/advertise-online>.
- ⁵ Sue Ellen Browder, SUBVERTED HOW I HELPED THE SEXUAL REVOLUTION HIJACK THE WOMEN'S MOVEMENT, 11 (Ignatius Press, 2015).
- ⁶ See Judith A. Reisman, "SOFT PORN" PLAYS HARDBALL, 24-46 (Huntington House 1991).
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- ⁸ Reisman, "SOFT PORN" PLAYS HARDBALL, at 25.
- ⁹ Helen Gurley Brown, SEX AND THE SINGLE GIRL, 68 (Barricade Books, 2003).
- ¹⁰ Alfred Kinsey, *et. al.*, SEXUAL BEHAVIOR IN THE HUMAN MALE (W.B. Saunders 1948); Alfred Kinsey, *et. al.*, SEXUAL BEHAVIOR IN THE HUMAN FEMALE (W.B. Saunders 1953).
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- ¹² Judith Reisman, SEXUAL SABOTAGE, 68 (WND Books, 2010)
- ¹³ Kinsey, SEXUAL BEHAVIOR IN THE HUMAN MALE, at 171-180, tables 30-35.
- ¹⁴ Reisman, Stolen Honor, Stolen Innocence, 2013: 168.
- ¹⁵ *Id.*
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- ²² *Id.*, citing the *Cosmopolitan* story.
- ²³ Browder, SUBVERTED, at 10.
- ²⁴ *Id.* at 37.
- ²⁵ *Id.* at 37-40.
- ²⁶ *Id.* at 44-45.
- ²⁷ *Id.* at 44.
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- ²⁹ *Drug resistant bladder bug raises growing concerns*, http://www.nbcnews.com/id/39504585/ns/health-infectious_diseases/t/drug-resistant-bladder-bug-raises-growing-concerns/#.WK5MEG8rLIV
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- ³³ The pseudo-child has been identified in several reports, including the Attorney General's Commission Report on Pornography (July 1986, p. 405). Moreover, the pseudo-child appears regularly in advertisements for "child" pornography in certain of these magazines.
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- ³⁷ *Id.*
- ³⁸ *Id.*
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- ⁴⁵ *Id.*
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- ⁴⁷ *Id.* at 32.
- ⁴⁸ *Id.*
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- ⁵⁰ *Id.* at 34-37.
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- ⁷⁰ *Id.*
- ⁷¹ *Id.* at 105-112.
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