# Controversial Billboard for Lactation Cookies Returns to Times Square, Sparks Debate on Women's Health Advertising



On May 17, 2024, a previously controversial billboard advertisement for Molly Baz’s lactation cookies returned to Times Square after being initially removed. The ad, which featured a pregnant Molly Baz in a rhinestone bikini with her breasts covered by cookies and the phrase “Just Add Milk,” was initially flagged for review by Clear Channel, the company managing the billboard, and substituted with a more conservative image.

The situation sparked significant backlash on social media, leading Seed, a probiotics supplement and microbiome research brand, to step in. Seed donated their billboard space to Swehl, the breastfeeding start-up behind the campaign. This new billboard also featured a message from Seed that read: “Dear Molly, Thankfully we’re not (lactose) intolerant.”

The controversy surrounding the initial removal of the ad led to a dramatic increase in traffic to Swehl’s website, with over 200,000 new users and a doubling of sales on Amazon. Several other brands also supported Swehl, including an advertising company that displayed the ad on a truck driving around Times Square.

The campaign has drawn attention to ongoing issues related to the portrayal and censorship of women’s health and breastfeeding in advertising, a sector with a history of double standards.