
NIVEA ISSUES APOLOGY FOR ITS 'RE-CIVILIZE' BLACK MAN AD



Nivea, a large maker of personal hygiene products, is apologizing for a recent ad campaign that displays a black man with the bold word "RE-CIVILIZE yourself". The company issued the apologize soon after the ad was pulled. Nivea said that they were deeply sorry, acknowledging that the ad was inappropriate and offensive.

Read the original article here:

[Nivea Apologizes for Wanting to 'Re-Civilize' Black Man](#)

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