

Bald Barbie

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A few weeks ago, two American mothers, whose teen daughters are suffering from cancer, asked Mattel to produce a bald Barbie to allow their children to identify better with their favourite doll. They have collected over 150,000 “likes” on their Facebook page since they launched their online campaign.

Why it matters

Should brands recognize the therapeutic value some of its products may have and cater for niche audiences requesting a change?

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- [Fear](#)
- [Significance](#)
- [Italy](#)
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