

**THE “COSMO GIRL” INVADES
MIDDLE SCHOOLS: GROOMING
GIRLS FOR DISEASE AND
DEPRESSION**

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This Article focuses on Helen Gurley Brown’s public campaign, her pamphleteering activities, beginning with the birth of the “fun, fearless, female” known as the “Cosmo girl,” and documents its dangerous, even deadly consequences for girls and young women. This Article then outlines how Cosmo has effectively used targeted marketing to lure tweens and teens (ages ten to seventeen) to the magazine, and its toxic consequences. Finally, the Article offers strategies for protecting tweens and teens from Cosmo’s toxic effects.