

Ellen de Generes: Bic Pens for Women

Ellen's introduction

So, you know, on my show, what I like to do is ... I like to promote kindness and equal rights and I don't like labels and I don't see colour. I'm like a Cocker Spaniel in that way.

And I don't like pointing out differences between people, especially men and women. And I thought that women ... we made a lot of progress towards equality. We're allowed to vote. I think since 1982 now. We can wear pants. We can drive at night. All those things have happened.

And then I saw something that makes me think, we still have a little bit of ways to go. It's a new product from Bic the pen company. And they have a new line of pens called 'Bic for Her'. And ... This is totally real ... They're pens just for ladies. I know you're thinking: 'It's about damn time! Where have our pens been?!"

Can you believe this?! We've been using men pens all these years! Ugh!

And they come in both lady colours: pink and purple. And they're just like regular pens, except they're pink, so they cost twice as much. That is absolutely true as well.

The worst part is: They don't come with any instructions. So, like, how do they expect us to learn how to write with them, you know?! I was reading the back of the pack. Well, I had a man read the back of the package to me and it said: It's designed to fit a woman's hand. This is all true. I'm not making any of this up. Designed to fit a woman's hand. What does that mean?! Like, so, when we're taking down dictations from our bosses, we'll feel comfortable and we'll forget we're not getting paid as much? I don't know.

I mean, just think over the last 20 years ... Companies have spent millions of dollars making pills that grow men's' hair and fix men's' sex lives and now ladies have a pen. We have come a long way, baby!

It's so ridiculous. And they called to ask me to be their spokesperson and I was outraged. I said: 'I will never do a commercial for you!' And then they said how much they'd pay me and I was like: 'Ok.' So, here's the commercial we shot.

The commercial

Mother: Oh, what's wrong, sweetie?

Daughter: I don't know. Sometimes I just feel different.

M: That's because you're growing up. I think it's time we had that talk, the pen talk.

D: But I can't handle those man pens!

M: That's why you need the new Bic for Her-pen.

D: There's a pen for women?

M: There is now. Their build strong enough for a man but simple enough that even a woman can understand how to use them. Here's how it works. When you have an opinion, you write it down on a piece of paper and then crumble it up and throw it away, because no one wants to know our opinion, sweetheart.

D: Wow! What else can I do with the Bic for Her-pen?

M: Well, you can use it to write down a grocery list or even recipes for when you need to feed your man. And it's indestructible. So it'll stand up to all your wild mood swings.

D: It's so pretty!

M: It's the only pen for ladies you'll ever need.

D: I can use it when I become president!

M: Oh, right! Ha ha ha! We should get back. Come on, girl!

Off-Screen Voice: Bic for Her-pens: For best results, use while barefoot and pregnant.

M: Jogging – we need to burn of some of those calories. Keep fit. Come on, let's go. Come on. Come on, girl.

Ellen's outro

Oh, wow! I wish my mom would have talked to me about lady pens.