



'Sexist' posters banned on Tube and bus network

[LONDON](#) [SADIQ KHAN](#) [TRANSPORT FOR LONDON](#)

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Simon Harris
Political Correspondent



This advert was criticised for encouraging women to skip meals in place of a protein shake

Credit: PA

London mayor Sadiq Khan has banned posters showing “unrealistic body images” from the city’s Tube and bus network.

The crackdown follows the row over a protein supplement advert featuring a bikini-clad model alongside the slogan “Are you beach body ready?”

The image, which appeared on London Underground platforms, was branded sexist by women’s rights campaigners.



This match.com advert also came in for criticism
Credit: Twitter/@caithanrahan

Mr Khan said Transport for London would refuse to allow posters which "cause pressure to conform to an unrealistic" body shape.

"As the father of two teenage girls, I am extremely concerned about this kind of advertising which can demean people, particularly women, and make them ashamed of their bodies. It is high time it came to an end. Nobody should feel pressurised, while they travel on the Tube or bus, into unrealistic expectations surrounding their bodies and I want to send a clear message to the advertising industry about this."

Sadiq Khan

<https://www.itv.com/news/london/2016-06-13/sextist-posters-banned-on-tube-and-bus-network>