Pantene Celebrates LGBTQ+ Parents in National Adoption Month Campaign

Families come in all shapes and sizes, but there is one thing that holds them together: love, and there's plenty of it showcased in a new campaign for Pantene from agency Grey.

The haircare brand just released a series of three short films featuring real LGBTQ+ families as part of a campaign to celebrate National Adoption Month this November.

Titled "Family Is BeautifuLGBTQ," the films aims to show how washing and styling a child's hair "can serve as a powerful tool to help bond a family," Pantene said, adding its research indicated that LGBTQ+ couples were seven times more likely to adopt or foster children.

Pantene is hosting an Instagram TV series in partnership with the nonprofit Family Equality featuring adoptive LGBTQ+ families discussing their rituals around hair care and what they represent.

The brand has also pledged to donate $1 (capped at $100,000) to Family Equality for every family photo shared using the hashtag #BeautifuLGBTQ.

Pantene has an established history of representing the LGBTQ+ community in its ads.

Last Christmas, its holiday ad, also created by Grey, was centered on research that showed 44% of LGBTQ+ people feel they cannot be their true selves when they visit family because their appearance or relationship might not be accepted.

The spot featured the Trans Chorus of Los Angeles and some of its members' real stories, who sang "I'll Be Home for Christmas" as individuals and couples were show preparing themselves emotionally for the journey home for the holidays.

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