

### 13. Bearsonal Hygiene

All female mammals have mammary glands. Indeed, that is the defining characteristic of a mammal. However, they do not all have the same number. Female humans have only two, whereas female bears generally have six (four on their chest and two in the vicinity of their groin). Some species have even more. For example, pigs typically have 12 or 14 nipples, but they can have as few as six or as many as 32.

This got Ted to thinking. *Why should women have only two boobs?* Wouldn't men find them more exciting if they had four, six or even eight? And haven't women historically gone to great or even ridiculous lengths to excite men? Are extra boobs more ridiculous than, say, breast implants? Or thong underwear?

Ted's answers to these questions were *no good reason, yes, yes, no and no*. So he started the product research stage of his extra-boobs project. He showed a lot of men computer-enhanced pictures of women with various numbers of boobs, with the extra boobs in various locations, to see what turned them on. (He had already decided to leave the original two in their original positions, so as to not upset traditionalists.) He quickly learned that four boobs was the right number, two in front and two more on the back, at the same height as the two in the front. This contributed to a true hourglass figure, and promised to make rear entry sexual positions (like the Bear Position) even more exciting than they are now.

Now that it was clear what the product would be, it was time for some marketing research. Would women buy into the idea, and how much would they (or someone else) pay? He discovered that there was a lot of feminist skepticism about four-boobed women, as well as some irritation and even outrage at the idea of changing something that has a long and perhaps successful tradition. However, he decided that extra boobs might well follow the same

marketing path as breast implants and thong underwear – first prostitutes, then strippers and porn stars, and finally gradual infiltration into the general public. Also he enlisted a powerful ally, Victoria's Silly, whose corporate eyes lit up at the thought of the potential profits from a totally new and different line of bras. Ted would supply the models, and they would supply the bras, from which Ted would get 25% of the profits.

That left the technical (engineering) problem of producing the product. The most obvious path was genetic modification. However, he quickly ran into the issue that the European Union simply would not allow genetically modified women to cross its borders. This should not have been surprising to Ted – given how worked up the EU is about the idea of genetically modified corn, their fanatical opposition to genetically modified women was predictable – but he had not forseen the inflexibility of their position. They would not even consider letting genetically modified women change planes in Amsterdam, for example, and the Amsterdam prostitutes' union adopted a firm “no more than two boobs” policy. Ted had been counting on prostitutes as the vanguard of his customer base, and he was smart enough to anticipate similar problems elsewhere. So genetic modification was out.

The only other possibility left was transplantation. After all, Ted thought, why should only *internal* organs be transplanted? Possibly many health insurance plans would not cover the cost of the operation, but that has not prevented other types of cosmetic surgery from being popular. The cost of the procedure could also be reduced if the extra breasts were not required to be capable of lactation. That was all fine, but Ted found that there was a serious problem of procuring enough donor boobs. There are only so many large-breasted young women who ride motorcycles without wearing a helmet. Ted could forsee a crisis with huge lists of anxious

women awaiting a suitable extra set of boobs, and in the end he decided that his project was just not commercially viable.

Ted thought that if he could not market an ursine characteristic (extra breasts) to human women, he would try to market human characteristics to bears. One apparently distinctive human characteristic is the *concept* of boobs, that is, of the mammary glands being considered sexually attractive by the males of the species. For example, male bears or kangaroos do not seem very interested in the breasts of their females. Of course, those breasts are hard to see – in the case of bears, they are not large and they are obscured by fur, and in the case of kangaroos, they are hidden away inside a pouch. Still, it is striking that male kangaroos are a lot less interested in trying to look down the front of a female's pouch than male humans are in trying to look down the front of a woman's blouse. Even in species in which the mammary glands are evident, like dairy cattle, the males do not seem as interested as, say, a human male is in watching Kim Basinger step out of the shower.

Those male teddy bears that (like Ted) are not sexually sterile find boobs attractive – Ted was certainly fond of Kristin's – and so Ted thought he could teach male bears the concept of boobs. Then it would be easy to market specially-designed padded pushup bras to female bears. Sizing would have to be different, and more complicated, like 84B-B-A (the breasts in the groin area tend to be smaller), but Ted did not see any insurmountable problems.

Unfortunately it turned out to be impossible to get male bears interested in boobs. Ted tried everything. He showed them pictures of Bo Derek on the beach and Madonna on her swing, but got no response. He dressed Angelina Jolie in a bear suit but with cutouts to expose her boobs, but got no response. He made up film clips of real female bears, but computer enhanced so that they had large and clearly visible breasts, and again got no response, except in

those cases where the real bears happened to be in estrus. Apparently some things are just hard-wired and can't really be taught. And so Ted's Bear Bosom line of lingerie has never made it to market.

Ted did think, however, that he might interest bears in being cleaner and neater. The things he had in mind would go under the heading of "personal hygiene," except that bears are not people. So instead we got Ted's line of Bearsonal Hygiene products. Some of these were quite successful. For example, his special electric toothbrush (no thumbs required; also marketed to other species by as part of his No Thumb But Not Dumb line of products) was a big seller, as was the accompanying salmon flavored toothpaste. His shampoos were also popular, equally with male and female bears, though only the females showed much interest in the hair dyes that covered up their gray. His deodorants were less popular, perhaps because of confusion over which legpits (front or back?) they should be applied to. Other campaigns were abject failures. For example, he absolutely could not interest female bears in shaving their legs (again, *which* legs?), and therefore there was also little likelihood that he could get them to wear nylon stockings. (Of course, having said that, lots of European women do not seem to see any connection between these two behaviors.) And in any case it was hard to find nylon stockings that would adequately resist shredding from a bear's claws, and paw-free methods of putting them on were too mechanically cumbersome to be practical.

Even Ted's modest successes in marketing toothbrushes and shampoos to bears had unintended consequences. For example, in California there was a rash of incidents of bears terrorizing park campgrounds. However, unlike in past such incidents, the bears ignored the campers' food and made off with their credit cards.