



## **CASE REPORT**

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| 1. Complaint reference number | 111/04   |
| 2. Advertiser                 | Procter & Gamble Australia Pty Ltd (Metamucil) |
| 3. Product                    | Health Products                                |
| 4. Type of advertisement      | TV   |
| 5. Nature of complaint        | Health and safety – section 2.6                |
| 6. Date of determination      | Tuesday, 11 May 2004                           |
| 7. DETERMINATION              | Dismissed                                      |

## **DESCRIPTION OF THE ADVERTISEMENT**

The advertisement depicts a number of different people attempting to clean themselves on the inside by eating soap, putting a face washer in their mouth, putting a nail brush in their mouth and hosing their mouth. The tagline of the advertisement is “Metamucil. The sensible daily cleanser for your insides.”

## **THE COMPLAINT**

Comments which the complainant/s made regarding this advertisement included the following:

*“Children see these ads and get the wrong impression, can you imagine the consequences if a child did this type of act?”*

## **THE ADVERTISER’S RESPONSE**

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

*“[The advertisement] is meant to be humorous and light hearted and is “appropriate” in the circumstances given that it was given a “W” rating ....”*

*“We do not believe this TVC to pose a health or safety issue.”*

## **THE DETERMINATION**

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board noted that in the context of prevailing community standards, the majority of people would find this advertisement humorous rather than offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to health and safety.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.