



**Ad Standards** Community Panel  
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**AdStandards.com.au**

Ad Standards Limited  
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## Case Report

<b>1. Case Number :</b>	<b>0021-22</b>
<b>2. Advertiser :</b>	<b>Sarah's Day</b>
<b>3. Product :</b>	<b>Health Products</b>
<b>4. Type of Advertisement/Media :</b>	<b>Internet - Social - Instagram</b>
<b>5. Date of Determination</b>	<b>2-Feb-2022</b>
<b>6. DETERMINATION :</b>	<b>Dismissed</b>

### ISSUES RAISED

AANA Code of Ethics\2.6 Health and Safety

### DESCRIPTION OF ADVERTISEMENT

This Instagram reel post dated January 1 2022 features a video. The caption on the post states "Sweat it Limitless NOW LIVE [fire emoji] [water emoji] [point down emoji] www.sarahsday.com In 8 weeks you'll have 8 weeks of excuses or 8 weeks of sweat & progress!! The LIMITLESS kickstart to 2022 [clapping emoji] GO! GO! GO!".

The video features various scenes of a woman exercising and text on screen states "To the girl who lays in bed every night and overthinks everything she ate that day. To the girl who forces herself to stay at the gym for over an hour. To the girl who dwells in guilt if she misses a workout. I...was you."

The voiceover of the video reads the statements on screen and continues to say "Getting myself to this point was far deeper than just the physical. It was about changing my mindset and creating a lifestyle. Nourishing my body. Listening to my body. Moving because I love my body, not because I'm trying to fix it. So shoutout to the girls who have come full circle and can rest in balance. Consistency over burnout. Balance over restriction. And finally listening to our bodies."

### THE COMPLAINT

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



*The product being sold is an intensive 8 week exercise program. Despite having no qualifications of any kind, this is the third installment of exercise programs released by Sarah in the form of E-Books purchased online. Sarah has stated in the comments section and on her Instagram stories that the program is not suitable for beginners and is suited to someone with existing fitness capability.*

*The beginning of Sarah's ad speaks directly to young women who identify as suffering from behaviors consistent with someone suffering from an eating disorder or exercise addiction. She goes on to say that Sarah has overcome these behaviors and is now "resting in balance" and "listening to her body." The strong insinuation is that if the consumer completes the exercise program, they too can overcome those types of behaviors.*

*The advertisement preys on and targets extremely vulnerable members of the community. Sarah's audience has a substantial reach and consists mostly of teenage girls. The messaging contained in this advertisement is potentially extremely damaging. It should be removed without delay.*

#### **THE ADVERTISER'S RESPONSE**

Comments which the advertiser made in response to the complainant/s regarding this advertisement include the following:

*As I'm sure you're aware of by now, having a large presence on social media, issues like this keep happening from people who simply do not like me. I don't appreciate that girls who evidently just don't like me, trying to twist my words and misconstrue my intentions. It's exhausting trying to make my haters happy.*

*Of course, I'm more than happy to discuss any issues with my inspiration video, however, if you listen to the voice over I'm sure you can appreciate this post was created to be inspiring, empowering and motivating for women. I'm happy to help in any way I can with this case or get my lawyers involved in necessary.*

*Unfortunately with a large following, you cannot make everyone happy and this post was purely designed and created to inspire, empower and motivate women!*

*As you can hear during the video we have said "listen to your body, move because you love your body, make it a lifestyle". This is exactly the opposite of what this complaint is insinuating.*

*Also I can confirm that my main demographic is not "teenage girls" it's actually 30 year old women.*



## **THE DETERMINATION**

The Ad Standards Community Panel (Panel) considered whether the advertisement breaches Section 2 of the AANA Code of Ethics (the Code).

The Panel noted the complainant's concern that:

- The advertiser is not a fitness professional and does not have any qualifications
- The advertisement targets people with behaviours consistent with someone who is suffering from an eating disorder or exercise addiction
- The advertisement preys on and targets vulnerable members of the community, and the advertiser's audience consists mostly of teenage girls.

The Panel viewed the advertisement and noted the advertiser's response.

### **Section 2.6: Advertising or Marketing Communications shall not depict material contrary to Prevailing Community Standards on health and safety.**

The Panel noted that complainant's concern that the advertisement was not a qualified fitness professional, however considered that such a concern was not within the provisions of the Code.

The Panel considered that the complainant could not know the demographic of the advertiser's audience, and noted the advertiser's response that their main demographic is 30 year old women rather than teenage girls.

The Panel considered that the woman in the advertisement looks healthy and fit, rather than skinny or malnourished, and noted that she is shown eating healthy food and doing various exercises.

The Panel considered that the advertisement does not suggest that following the program will cure an eating or exercise disorder, but rather it details her experience of adjusting her mindset and building a lifestyle that was about balance and happiness instead of a number on the scale.

The Panel considered that most viewers would find the advertisement to be promoting a fitness program, but would not consider that the advertisement suggests that the program will fix mental health issues.

The Panel noted that the impression of the advertisement varied a great deal depending on whether it was muted or not while watching. The Panel considered that advertisers should take in account different viewing methods when creating advertisements to ensure that their message is being interpreted as intended.

### **Section 2.6 conclusion**



The Panel considered that the advertisement did not contain material contrary to Prevailing Community Standards on health and safety and determined that it did not breach Section 2.6 of the Code.

**Conclusion**

Finding that the advertisement did not breach the Code on other grounds, the Panel dismissed the complaint.