



**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>0105-22</b>
<b>2. Advertiser :</b>	<b>Brand Developers Aust Pty Ltd</b>
<b>3. Product :</b>	<b>Health Products</b>
<b>4. Type of Advertisement/Media :</b>	<b>TV - Free to Air</b>
<b>5. Date of Determination</b>	<b>25-May-2022</b>
<b>6. DETERMINATION :</b>	<b>Dismissed</b>

### ISSUES RAISED

AANA Code of Ethics\2.1 Discrimination or Vilification  
AANA Code of Ethics\2.6 Health and Safety

### DESCRIPTION OF ADVERTISEMENT

This television advertisement is for a collagen product, and details the role of collagen in maintaining youthful looking skin, stronger nails and thicker hair. It also states that typically the ageing process starts by age 25 with the decline of collagen production. The Advertisement then introduces the Product as designed to help the body's production of collagen, and describes its results on skin, nails, hair and bones. It also explains why the Product can achieve 'faster' collagen absorption and quicker results.

### THE COMPLAINT

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

*This add is shameful in the way it body shames women. I was discusted at the way the add portrays aging & targets women into feeling it's abnormal. The fact it's targeted at women at just 25 years & over to make them feel the slightest sigh no aging is a bad sign is the very definition of body shaming. In a world where young women are making drastic decisions about there bodies due to shaming this sort of advertising should never make it to television. If this add is shown again I will be avoiding the channel it's shown on.*

### THE ADVERTISER'S RESPONSE



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

*We understand that the complaint relates to a 120 second advertisement (the Advertisement) for Thin Lizzy Age Reverse Collagen (the Product) although the specific name and details of the Product and advertisement were not clearly identified by Ad Standards. The Advertisement explains (i) the role of collagen in maintaining youthful looking skin, stronger nails and thicker hair and (ii) that the typical aging process starts by age 25 with the decline of collagen production. The Advertisement then introduces the Product as designed to help the body's production of collagen, and describes its results on skin, nails, hair and bones. It also explains why the Product can achieve faster collagen absorption and quicker results.*

*The complainant is concerned that the Advertisement "is shameful in the way it body shames women. [The complainant] was discusted at the way the add portrays aging & targets women into feeling it's abnormal. The fact it's targeted at women at just 25 years & over to make them feel the slightest sigh no aging is a bad sign is the very definition of body shaming. In a world where young women are making drastic decisions about there bodies due to shaming this sort of advertising should never make it to television." [SIC]*

*The complainant has drawn attention to the potential for consumers to read into the Advertisement a message that aging is abnormal and accuses the Advertisement of "body shaming." However, in creating the advertisement, Brand Developers' intention was to provide the consumer with a solution to a common desire: slowing down the aging process.*

*We have read the complaint against the AANA Code of Ethics and submit that the Advertisement does not breach any parts of the AANA Code of Ethics, including Sections 2.1, 2.2, 2.3, 2.4, 2.5, 2.6 and 2.7 and that the complaint should be dismissed.*

## **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 advertisement body shames women and focusses on women ageing, suggesting that it is bad or abnormal.

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

**Section 2.1: Advertising or Marketing Communication shall not portray people or depict material in a way which discriminates against or vilifies a person or section of the community on account of race, ethnicity, nationality, gender, age, sexual preference, religion, disability, mental illness or political belief.**

The Panel noted the AANA Practice Note which provides guidance on the meaning of:



Discrimination - unfair or less favourable treatment

Vilification - humiliates, intimidates, incites hatred, contempt or ridicule

Gender - male, female or trans-gender characteristics.

Age - based on a person's actual age (i.e. from the date they were born) and not a person's biological age (i.e. how old they may appear)

**Does the advertisement portray material in a way which discriminates against or vilifies a person on account of gender or age?**

The Panel considered that reducing the signs of ageing has been of interest to people for many years, and noted that there are innumerable products available which purport to do so. The Panel considered that the advertisement does not suggest that older women are abnormal or undesirable, rather that younger women who may wish to prolong their current physical features (hair, skin and nails) may want to use the advertised product.

The Panel considered that the advertisement did not depict older woman, or women in general, as deserving of unfair or less favourable treatment or in a way which humiliates, intimidates, incites hatred, contempt or ridicule on the basis of gender or age.

**Section 2.1 conclusion**

Finding that the advertisement did not portray material in a way which discriminates against or vilifies a person or section of the community on account of gender or race, the Panel determined that the advertisement did not breach Section 2.1 of the Code.

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

The Panel noted the Practice Note to Section 2.6 which includes:

*"BODY IMAGE: Advertising must not portray an unrealistic ideal body image by portraying body shapes or features that are unrealistic or unattainable through healthy practices. Unrealistic ideal body image: Advertising that provides an unrealistic ideal body image by portraying body shapes or features that are unrealistic or unattainable through healthy practices, which is not justifiable in the context of the product or service being advertised, will be contrary to prevailing community standards relating to health and safety.*

*An unrealistic ideal body image may occur where the overall theme, visuals or language used in the advertisement imply that:*

- *a body shape, or feature, of the kind depicted (e.g. very thin or very muscular) is required to use the product or service or to participate in an activity associated with the product or service;*
- *those people who do not have a body shape, or feature, of the kind depicted cannot use the product or service, or participate in a particular activity; or*



- *those people who do not have a body shape, or feature, of the kind depicted should alter their body shape, or features, before they can use the product or service, or participate in a particular activity.*

*An unrealistic ideal body image may also occur where models are depicted in a way that:*

- *promotes unhealthy practices*
- *presents an unrealistic body image as aspirational; or*
- *is reasonably likely to cause pressure to conform to a body shape that is unrealistic or unattainable through healthy practices (such as diet or physical activities), unless such depictions are justifiable in the context of the product or service advertised.”*

The Panel noted that the voiceover states “But by age 25 our bodies’ natural collagen production begins to decline and the typical ageing process gets kicked into overdrive and before you know it, it’s too late to go back. Is this what you want? Or do you want to help keep that youthful hair skin and nails for as long as you can?”. The Panel noted that during this voiceover there is a scene showing a young woman who is artificially aged.

The Panel considered that reducing the signs of ageing has been of interest to people for many years, and noted that there are innumerable products available which purport to do so. The Panel considered that the advertisement does not suggest that older women are abnormal or undesirable, rather that younger women who may wish to prolong their current physical features (hair, skin and nails) may want to use the advertised product.

The Panel noted that the information provided in the advertisement regarding the age at which collagen production begins to reduce is plausible and is not scaremongering.

The Panel considered that the promotion of an ideal is not inherently unsafe and considered that the advertisement is not promoting unhealthy practices, or an body image unobtainable except through unhealthy practices, to consumers.

### **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.