



**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>0253-19</b>
<b>2. Advertiser :</b>	<b>Cosmetique</b>
<b>3. Product :</b>	<b>Slimming</b>
<b>4. Type of Advertisement/Media :</b>	<b>Radio</b>
<b>5. Date of Determination</b>	<b>21-Aug-2019</b>
<b>6. DETERMINATION :</b>	<b>Dismissed</b>

### ISSUES RAISED

AANA Code of Ethics\2.6 Health and Safety  
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### DESCRIPTION OF ADVERTISEMENT

This radio advertisement features the voiceover "1, 2, skip a few, 99, 100. If you like taking shortcuts you might be interested in liposuction by Cosmetique, Australia's leading cosmetic surgery clinic. Liposuction removes fat from various parts of the body including the tummy, hips, thighs, knees, ankles, upper arms and neck. Prices start from \$1800. To book a consultation at your nearest Cosmetique clinic go to [australiancosmetic.com](http://australiancosmetic.com)"

### THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

*It is irresponsible and inaccurate to describe liposuction which is a major surgery to slim down as an alternative to gym and exercise which it inferred to. Dangerous to advertise in this way because should not be encouraged as the first option to lose fat.*

### THE ADVERTISER'S RESPONSE



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

*The complaint states “It is irresponsible and inaccurate to describe liposuction which is a major surgery to slim down as an alternative to gym and exercise which it inferred to. Dangerous to advertise in this way because should not be encouraged as the first option to lose fat.”*

*Liposuction is a surgery performed by our surgeons’ where fat is removed from stubborn superficial fat pads from various parts of the body. Most of these patients choose to have this fat re-injected into other areas as a part of the procedure. Some fat pads become stubborn as a result of genetic and environmental factors including but not limited to stress, hormones, pregnancies and ageing. Best results of liposuction are observed in patients who are physically fit to start with but have retained stubborn fat pads. When a patient presents for liposuction, our surgeons’ undertake a comprehensive assessment of the patients medical health. Liposuction is not carried out as a fat or weight loss surgery. It appears that the complainant has either misunderstood the advertisement either accidentally or deliberately.*

## **THE DETERMINATION**

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

The Panel noted the complainant’s concern that it is irresponsible and harmful to describe liposuction as an alternative to gym and exercise.

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

The Panel noted this radio advertisement features the voiceover “1, 2, skip a few, 99, 100. If you like taking shortcuts you might be interested in liposuction by Cosmetique, Australia’s leading cosmetic surgery clinic. Liposuction removes fat from various parts of the body including the tummy, hips, thighs, knees, ankles, upper arms and neck. Prices start from \$1800. To book a consultation at your nearest Cosmetique clinic go to [australiancosmetic.com](http://australiancosmetic.com)”.

The Panel considered whether the advertisement complied with Section 2.6 of the Code. Section 2.6 of the Code states: “Advertising or Marketing Communications shall not depict material contrary to Prevailing Community Standards on health and safety”.

The Panel noted the complainant’s concern that it is irresponsible and harmful to describe liposuction as an alternative to gym and exercise.

The Panel noted that liposuction is a service legally available but noted that it is possible for an advertisement for this type of product to be executed in a manner that would make people feel that this is the best way to lose weight.



The Panel noted that there is no overt mention of the service being a solution to weight loss, but considered that it is implied. The Panel considered that while the advertisement may promote liposuction as a 'short-cut' it does not do so in a manner which is disparaging of exercise, or in a manner which suggests that liposuction is the best or only solution to weight loss.

The Panel noted that there is significant community concern on the issue of body image, but noted that there is no mention of body shapes in the advertisement, and no suggestion that a person's worth or value is related to their body size or shape.

The Panel noted the advertiser's response that the best results of liposuction are observed in patients who are physically fit to begin with. The Panel considered that once a person started to investigate whether liposuction was suitable for them or not, they would consider that it is not an 'in the first instance' solution.

In the Panel's view most members of the community would be unlikely to view this advertisement for liposuction as promoting it as a logical, reasonable or 'in the first instance' solution. The Panel considered that the advertisement did not depict material contrary to Prevailing Community Standards on health and safety.

The Panel determined that the advertisement did not breach Section 2.6 of the Code.

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