



Ad Standards Community Panel
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AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

1	Case Number	0461/18
2	Advertiser	Enhance Plastic Surgery
3	Product	Professional Service
4	Type of Advertisement / media	Radio
5	Date of Determination	14/11/2018
6	DETERMINATION	Dismissed

ISSUES RAISED

2.6 - Health and Safety Within prevailing Community Standards

DESCRIPTION OF THE ADVERTISEMENT

This radio advertisement states "Look, I wasn't confident. All my friends had changed through our teenage years, but I was still the same... you know... flat. Barely filling an A Cup, I didn't feel empowered or comfortable in my own skin. I just wanted to be... enhanced. So, I spoke with Dr Andrew Broadhurst at Enhance Plastic Surgery. Now, I'm comfortable in a C cup and I look and feel like.... Like ME. You can too, with Enhance Plastic Surgery. For a no-obligation chat Google Enhance Plastic Surgery".

THE COMPLAINT

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

This advertisement is incredibly harmful to vulnerable teenagers and young adults with low self esteem. It takes advantage of these girls at a really important time in their lives for developing positive body image and identity. In a time where so many people are fighting against negative body image, this company should be ashamed for profiting off it.



THE ADVERTISER'S RESPONSE

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

Advertiser did not respond.

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 the advertisement is harmful to teenagers and young adults with low self-esteem.

The Panel viewed the advertisement and noted the advertiser did not provide a response to the complaint.

The Panel noted that this advertisement for a cosmetic surgeon depicts a woman stating that she wasn't confident with her breast size until she visited the advertiser and had a breast augmentation.

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 the advertisement is harmful to teenagers and young adults with low self-esteem as it gives the message that there is something wrong with them if they are small-busted.

The Panel noted that many cosmetic surgery clinics have similar advertisements, depicting a person's change in confidence after having surgery.

The Panel noted that the advertisement references one woman's experience, and does not imply that all women who are small-busted should have surgery, or suggest that this woman's experience is indicative of all women.

In the Panel's view most members of the community would be unlikely to view this advertisement as promoting negative or unsafe body image.

The Panel considered that the advertisement did not depict material contrary to Prevailing Community Standards on health and safety regarding mental health. 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.

