



Case Report

1	Case Number	0504/16
2	Advertiser	The Beauty Door
3	Product	Beauty Salon
4	Type of Advertisement / media	Poster
5	Date of Determination	07/12/2016
6	DETERMINATION	Dismissed

ISSUES RAISED

- 2.2 - Objectification Exploitative and degrading - women
- 2.4 - Sex/sexuality/nudity S/S/N - general

DESCRIPTION OF THE ADVERTISEMENT

This poster shows a woman in a white bikini posed leaning against a wall. The poster includes a list of services: Tuscan Spray Tan, Waxing, Brazilian waxing, Tinting, Eyelash Extensions, Shellac, Manicure, and Pedicure.

THE COMPLAINT

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

I found the content too explicit to be on an outside window on a main road. Objectifying and sexualisation of women in public places, which promotes gender inequality, reduces women to object and promotes unhealthy body images.

THE ADVERTISER'S RESPONSE

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

This image is a professional commercial image that has been supplied to me by my supplier Tuscan Tan to promote their Tanning Products it is regularly used throughout Australia.

I am a female beauty therapist that works in an all female salon that services women and a few men and performing spray tans is one of the services we provide. This image is promoting the spray tan on the ladies skin. I have a client base of about 540 ladies and 10 men and no one has complained to me about this image. This image has been up since December 2015.

The model is a healthy size in bathers and is not positioned in a sexually explicit way. This image is no different to any other image of women that are advertising bathers or underwear.

This image in my opinion does not objectify, degrade, discriminate, exploit, sexualise or promotes inequality or makes women objects or promotes an unhealthy image she is a beautiful woman that is proud of her body and shouldn't be shamed or vilified because she is slim, she is promoting a product that is sprayed on to her skin normally naked. She is showing no more skin then if you went to the beach, pool or the meter maids in Queensland. I have women of all shapes, sizes, ages and races that come in for Spray Tans that do not feel ashamed of their body because they walk past a sign that promotes a product that they are paying to use.

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 the complainant’s concerns that the advertisement features a sexualised image of a woman which is objectifying and too explicit for outdoors. The Board viewed the advertisement and noted the advertiser’s response. The Board considered whether the advertisement was in breach of Section 2.2 of the Code. Section 2.2 of the Code states: “Advertising or marketing communications should not employ sexual appeal in a manner which is exploitative and degrading of any individual or group of people.” The Board noted that this poster advertisement features a woman in a white bikini next to a list of beauty treatments available at The Beauty Door salon. The Board noted the complainant’s concern that the advertisement reduces a woman to an object. The Board noted that in order to be in breach of this section of the Code the image would need to use sexual appeal in a manner that is both exploitative and degrading. The Board noted the Practice Note for Section 2.2 which provides the following definitions: “Exploitative means clearly appearing to purposefully debase or abuse a person, or group of person, for the enjoyment of others, and lacking moral, artistic or other values; Degrading means lowering in character or quality a person or group of persons.”

The Board noted the advertised product/service is a beauty salon and considered that a depiction of a woman in a bikini next to a list of services which include waxing and spray tanning is relevant in this context. The Board noted the pose of the woman with her arms crossed across the front of her body and considered that the manner in which she is presented is not exploitative in the context of the advertised product, and the overall image is not degrading to this particular woman or to women in general. The Board considered that the advertisement did not employ sexual appeal in a manner which is exploitative and degrading to any individual or group of people. The Board determined that the advertisement did not breach Section 2.2 of the Code. The Board then considered whether the advertisement was in breach of Section 2.4 of the Code. Section 2.4 of the Code states: “Advertising or Marketing Communications shall treat sex, sexuality and nudity with sensitivity to the relevant audience”. The Board acknowledged that some members of the community would prefer that women in bikinis were not used to advertise products but considered that in this

instance there is a direct connection between the image and the product/service advertised. The Board noted that the bikini worn by the woman in the advertisement covers her private areas and considered that the level of nudity was not explicit or likely to be seen as offensive by most reasonable members of the community. The Board noted the pose of the woman in the advertisement and considered she is not presented in a sexualised manner and in the Board's view the advertisement did treat the issue of sex, sexuality and nudity with sensitivity to the relevant broad audience which would include children. The Board determined that the advertisement did not breach Section 2.4 of the Code. The Board considered 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 Board noted the complainant's concern that the advertisement promotes unhealthy body images. The Board acknowledged that eating disorders are a very serious issue and community concern, especially among young women, but considered that in this instance the woman in the advertisement has clear muscle definition and looks fit and healthy rather than undernourished and/or underweight. The Board considered that the advertisement did not depict material contrary to Prevailing Community Standards. The Board 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 Board dismissed the complaint.