



CASE REPORT

1. Complaint reference number	109/99
2. Advertiser	Warner Lambert Consumer Healthcare Pty Ltd (Schick Foam and Gel)
3. Product	Toiletries
4. Type of advertisement	Print
5. Nature of complaint	Other - Miscellaneous
6. Date of determination	Tuesday, 13 April 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement comprises a photograph and text. The photograph is a close up shot of a man's neck and chin (the man is looking upwards). The man has clearly cut himself shaving and a sentence has been written in the blood (flowing from the cut(s)). The sentence says, 'A bloody good reason to use new Schick Foam & Gel.' The main photograph is followed by a small body of text containing advertiser details and a photograph of the product.

THE COMPLAINT

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

'I makes me feel sick to look at (the advertisement) and it was a big shock to turn the page and find it while I was on my way to work in a train full of people... While I understand the link between shaving rash and shaving cream, I do NOT understand why a shaving foam requires such shock tactics to sell it's product and I believe the ad IS shocking.'

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics ('the Code').

The Board determined that the advertisement would not offend prevailing community standards and views and did not breach the Code. The Board dismissed the complaint.