



CASE REPORT

1. Complaint reference number	111/01
2. Advertiser	Mountaintop Herbs Pty Ltd (Herbal Enhancer)
3. Product	Health Products
4. Type of advertisement	Print
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 12 June 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement features a graphic representation of a woman indicated to have just thrown an unseen object, with the legs and feet of a man indicating him to be lying down. Accompanying text reads ‘Amazing Jane! You threw that cup thirty metres, hitting your husband on the head—Just like you said. Jane proves that a woman can suffer from PMS and still maintain perfect control.’ The advertisement also includes details of Herbal Enhancer, described as ‘a naturopathic course designed to gently balance female hormones and improve your overall wellbeing.’

THE COMPLAINT

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

‘...the underlying message in this advertisement is domestic violence and I believe it implies that domestic violence is a useful tool to sell merchandise to select (and possibly uneducated) members of the public...’

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 did not breach the Code and would not offend prevailing community standards. It was noted that the actions of the woman were clearly fictitious. The Board, accordingly, dismissed the complaint.