



CASE REPORT

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| 1. Complaint reference number | 121/03 |
| 2. Advertiser | St George Skin Cancer Clinic |
| 3. Product | Health Products |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 13 May 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This print advertisement is headlined: ‘ATTENTION. Product Recall.’ Regular text reads: ‘If you were born between 1900 and 1985, have ever been exposed to the sun, or have a family history of skin cancer. Then (sic) your skin needs to be checked for any signs of skin cancer. If you fall into any of the above mentioned categories you are at risk and should have your skin checked at least once a year’. It then goes to say that this can be undertaken by specialist skin cancer practitioners at St George Skin Cancer Clinic. The advertisement also includes an address and telephone numbers, together with a footnote reading: ‘Medicare Rebates Apply.’

THE COMPLAINT

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

“...it has absolutely nothing to do with a product recall...If the heading is abused in this way, the public will stop reading such notices with possible serious safety consequences.”

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 noted a letter from the advertiser advising a positive public response to the advertisement, and the early diagnosis and cure of skin cancers as a consequence.

It considered that the majority of people would not be offended by the advertisement, and determined that it did not breach the Code in relation to health and/or safety.

Finding that the material did not contravene the Code on any other grounds, the Board dismissed the complaint.