



## **CASE REPORT**

1. Complaint reference number	126/01
2. Advertiser	Unilever Australasia (Lynx bodyspray)
3. Product	Toiletries
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 12 June 2001
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

This is a series of three television advertisements using a tag line of ‘The Lynx Effect.’ The first shows a woman evidently enjoying massaging a man positioned face-down on a massage table until the arrival of a male masseur when she collects her mop and bucket before making a quick exit. The second opens on the close-up of the heads of a male and female traveling on a commuter train. A subsequent view shows the two are alone in the carriage and that, rather than being crowded together by a crush of commuters, the woman is purposely putting her head close to that of the man. In the third advertisement, a female doctor asks a young man presenting a bandaged finger to step behind a screen and remove all of his clothes.

## **THE COMPLAINT**

Comments which the complainant made regarding these advertisements included the following:

*‘...if the situations were reversed, women would be up in arms and highly offended over the portrayal of being so put upon by the opposite sex...As we understand the laws of Sexual Harassment they apply equally to the protection of men as they do women, and these advertisements clearly breach the standards that have been set for an informed and educated society.’*

## **THE DETERMINATION**

The Advertising Standards Board (‘the Board’) considered whether these advertisements breached Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board determined that the series of advertisements did not breach the Code in relation to the portrayal of sex/sexuality or nudity, discrimination/vilification or on any other grounds. Accordingly, the complaint was dismissed.