



CASE REPORT

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| 1. Complaint reference number | 129/00 |
| 2. Advertiser | Ashbury Cosmetic Surgery & Vein Centre |
| 3. Product | Professional Services |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 9 May 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement comprises text and three sets of before and after photographs. Under the heading ‘Lipsculpture’ are shots of the back view of two women wearing one-piece swimsuits; under ‘Breast Enlargement’ are pictures of female breasts; and under ‘Wrinkles Removal’ are photographs of a mature woman’s face.

THE COMPLAINT

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

‘I have a teenage son that (sic) I don’t want reading such material, and should not have to CENSOR the Sunday paper.’

THE DETERMINATION

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

The Board determined that the portrayal of sex/sexuality/nudity within the advertisement did not contravene prevailing community standards and that the advertisement did not breach the Code on this or any other ground. The Board, accordingly, dismissed the complaint.