



CASE REPORT

1. Complaint reference number	135/03
2. Advertiser	Naturopathica (Horny Goat Weed Plus)
3. Product	Health Products
4. Type of advertisement	Outdoor
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 13 May 2003
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This outdoor advertisement features a depiction of a couple making love on a bed alongside a headline reading: ‘Make Love not War!’ Subsidiary text reads: ‘Horny Goad Weed Plus’. The advertiser’s name and contact details are also included.

THE COMPLAINT

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

“I felt the picture was bordering on pornographic with a near naked man and woman in a highly intimate pose.”

“This type of advertising would only encourage sexual perverts in their criminal activities.”

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 considered that, within the context of prevailing community standards, the majority of people exposed to the advertisement would not take offence.

It determined that the material did not breach the provisions of the Code relating to the portrayal of sex, sexuality and/or nudity, and that it did not contravene the Code on any other grounds.

Accordingly, the Board dismissed the complaint.