



## CASE REPORT

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| 1. Complaint reference number | 147/98  |
| 2. Advertiser                 | Bristol-Myers Squibb Aust Pty Ltd (Clairol Herbal Essences Shampoo and Conditioner) |
| 3. Product                    | Toiletries  |
| 4. Type of advertisement      | TV  |
| 5. Nature of complaint        | Portrayal of sex/sexuality/nudity – section 2.3                                     |
| 6. Date of determination      | Tuesday, 13 October 1998  |
| 7. DETERMINATION              | Dismissed   |

## DESCRIPTION OF THE ADVERTISEMENT

The advertisement shows a woman going into the lavatory on an aeroplane and locking the door. A voiceover says, ‘No matter where you go, people are hearing about Clairol Herbal Essences Shampoo...’ The woman produces a bottle of the (Clairol) shampoo from her bag. Interspersed are shots of the other passengers and staff on the plane and the woman in the lavatory washing her hair. There is audible moaning and groaning apparently emanating from the lavatory. As this is happening the voiceover continues as follows, ‘...hearing about the all natural botanicals, the organic herbs etc...’ The groaning and shouting becomes louder and louder. At one point the woman’s shouts are intercepted by a male passenger’s headset. The voiceover continues, ‘...but what impresses them the most is how much people love their hair.’ The woman (from the lavatory) is shown, her hair washed and shining. She bursts out of the lavatory shouting, excitedly ‘Yes, yes, yes..’ Another (female) passenger on the plane calls the flight attendant and says, ‘Could you bring me some of that shampoo.’ The advertisement concludes with a close up of a few bottles of (Clairol) shampoo being wheeled down the passage on a trolley. The words, ‘A totally organic experience’ are superimposed on the screen. The words, ‘Clairol, a totally organic experience’ are repeated (voiceover).

## THE COMPLAINT

Comments the complainants made about the advertisement included:

*‘...woman washing her hair...groans and yells like she having an orgasm...’*

*‘(The advertisements) are sexually provocative & definitely unnecessary to sell shampoo.’*

*‘My main concern is about the children watching T. V. during in school holidays, I’m sure that we can do without such a performance by women over a shampoo, even the wording “an organic experience” was obvious...’*

*‘(The advertisement) was shown at 6.30 pm with my 4 year old son watching and had definite sexual references... We are trying to instil good Christian values to our children (and therefore) are careful on what shows are put on. But this is undermined when commercials like this show up without warning, at a time when children are bound to be watching tv.’*

## 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 was of the opinion that the advertisement’s treatment of sex and sexuality did not amount to a breach of the Code and would not offend prevailing community views. The Board dismissed the complaint.