



**ADVERTISING
STANDARDS
BUREAU**

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CASE REPORT

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| 1. Complaint reference number | 150/98 |
| 2. Advertiser | Lever Rexona (Dove) |
| 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

A young woman talks about why she enjoys using (Dove) product. Initially, she is sitting down and wearing a red sleeveless dress and talking to the camera. There are also some shots of a woman showering. In these shots she soaps and lathers herself with (Dove) product.'

THE COMPLAINT

Comments the complainant made about the advertisement included:

'...suggestive and distasteful...'

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 did not amount to a breach of the Code and would not offend prevailing community views and standards. The Board dismissed the complaint.