



CASE REPORT

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| 1. Complaint reference number | 153/01 |
| 2. Advertiser | Dolce Pelle Pty Ltd (Sugaring) |
| 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, 10 July 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This print advertisement comprises a photographic representation of the back view a naked man embracing an apparently naked woman and text detailing the qualities of Sugaring, described in a headline as ‘Today’s natural answer to unwanted hair.’ The foot of the advertisement contains Queensland contact details for Dolce Pelle Pty Ltd.

THE COMPLAINT

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

‘I personally find it very offensive and irrelevant to the product it is supposed to be advertising ... in what is a daily newspaper and accessible to all levels of the general public.’

THE DETERMINATION

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

While acknowledging the personal viewpoint of the complainant, the Board determined that the advertisement did not breach the Code in relation to the portrayal of sex/sexuality/nudity, nor on any other grounds. Consequently, the complaint was dismissed.