ADVERTISING
STANDARDS
BUREAU

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CASE REPORT

1.	Complaint reference number	156/04
2.	Advertiser	Orchard Manufacturing Co Pty Ltd (Nulax)
3.	Product	Health Products
4.	Type of advertisement	TV
5.	Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6.	Date of determination	Tuesday, 13 July 2004
7.	DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts four different scenes in the 1930's, 1950's, 1970's and today of a person coming out of the toilet and looking happy and relieved. The tagline is "Nulax. Australia's only natural fruit laxative since 1937."

THE COMPLAINT

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

"I'm no prude, but 'REALLY' what has happened to "Good taste in advertising"?"

"With this ('in your face') advertising do we really care if they are constipated or not?"

"Don't manufacturers realise that if anything…. it only turns us off buying their products."

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

"The commercial deals directly with and addresses the satisfactory outcome of using the Nu-Lax product. It does so in an entertaining and humorous manner, highlighting the use of the product since it was first introduced in the 1930's."

THE DETERMINATION

The Advertising Standards Board ("Board") considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the "Code").

The Board considered that in the context of prevailing community standards, the majority of people would find this advertisement humorous rather than offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of sex/sexuality/nudity.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.