



CASE REPORT

1. Complaint reference number	161/00
2. Advertiser	Reckitee Benckiser (Pine O Clean)
3. Product	Housegoods/services
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 13 June 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement intersperses images in black and white (where a woman is outdoors and grimaces as she is exposed to germs) and in colour (where she is shown with her family at home). At home, she is shown happily playing with her children, spraying and wiping clean a baby's high chair, and placing a dummy from the floor into the baby's mouth. The soundtrack comprises a version of the song, 'Rescue Me', and a voiceover: 'Studies show that, because Pine O Clean kills harmful germs such as staphylococcus and E. coli, you can trust it not only to clean your home but to keep it healthy. Pine O Clean. The clean you can trust.'

THE COMPLAINT

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

'I do not believe that it is in the community's best interest to condone putting a dummy into the mouth of a baby once it has touched another surface area, particularly the floor. I feel that young, inexperienced mothers will take this vision as being indisputable fact and will not take the extra, necessary care that is required when dealing with the health and hygiene of a baby.'

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics ('the Code').

The Board determined that the material within the advertisement did not contravene prevailing community standards on health and safety and that the advertisement did not breach the Code on these or any other grounds. The Board, accordingly, dismissed the complaint.