



**ADVERTISING
STANDARDS
BUREAU**

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CASE REPORT

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| 1. Complaint reference number | 161/01 |
| 2. Advertiser | Aventis Pharma Pty Ltd (Telfast Decongestant) |
| 3. Product | Health Products |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Health and safety – section 2.6
Other - Miscellaneous |
| 6. Date of determination | Tuesday, 10 July 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This print advertisement features a photograph of a man and woman in the front seats of a car, the woman looking disgusted at the man having a finger up his nose. Beneath the picture, a caption reads 'Got a stuffy nose that won't go away? It might be caused by a hayfever allergy. Try Telfast Decongestant. It helps clear a congested nose when you may have more than just a cold. HIT HAYFEVER HEAD ON.' The advertisement also incorporates a panel stating 'Pharmacy Medicine. Keep Out of Reach of Children.'

THE COMPLAINT

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

'To place emphasis on a person acting so unhygienically, ie picking his nose, is setting a bad example and encouraging unhealthy, dirty behaviour. It is a gross advertisement.'

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 determined that the content of the advertisement did not breach the Code in relation to Health & Safety or on any other grounds. Accordingly, the Board dismissed the complaint.