



## **CASE REPORT**

- |                               |                       |
|-------------------------------|-----------------------|
| 1. Complaint reference number | 162/02                |
| 2. Advertiser                 | Sancell Pty Ltd       |
| 3. Product                    | Toiletries            |
| 4. Type of advertisement      | TV                    |
| 5. Nature of complaint        | Other - Miscellaneous |
| 6. Date of determination      | Tuesday, 9 July 2002  |
| 7. DETERMINATION              | Dismissed             |

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement opens on a young woman getting dressed while her boyfriend is in bed, sleepily watching her. He tells her: "Gee, you look good in that dress," and "Actually, what you were wearing last night looked really good too. Really slimming." Looking down at a packet of Libra Slim tampons he has picked up from the bedside table, he adds: "Well, the diet's obviously working." After the woman shakes her head and laughs, the view switches to a Libra pack as a female announcer says: "Libra Slim Tampons. Same tampons. Just slimmer."

## **THE COMPLAINT**

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

*"I think it is degrading (sic) to woman and should be changed. Slim tampons are mainly for young people or smaller people, not ones on DIETS."* (Complainant's capitalisation).

## **THE DETERMINATION**

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

Noting advice from the advertiser's agency that the advertisement was "an obvious play on the product's name," the Board determined that it did not contravene any provision of the Code, and consequently dismissed the complaint.