



CASE REPORT

1. Complaint reference number	162/98
2. Advertiser	Glynburn Road Medical Centre Pty Ltd (LaserClear)
3. Product	Health
4. Type of advertisement	Print
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 13 October 1998
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The print ad is a print/reproduction of a painted partially nude woman (Botticelli's Birth of Venus'). A block of print appears alongside the picture includes varying size prints regarding 'The latest Technology' in HAIR REMOVAL (large print)

THE COMPLAINT

Comments the complainant made about the advertisement included:

'I consider (the advertisement) immoral, offensive, outrageous and disgusting... Why should women be treated like this? Were they not created by God in pure love? Women (ladies) should be treated with kindness and respect.'

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 was of the opinion that the advertisement's portrayal did not amount to discrimination or vilification. In addition, the Board was of the view that the advertisement's treatment of sex, sexuality and/or nudity did not offend the Code. The Board was of the view that the advertisement would not offend prevailing community views and standards and dismissed the complaint.