



## **CASE REPORT**

1. Complaint reference number	184/98
2. Advertiser	Smith & Nephew Pty Ltd (Nivea deodorant)
3. Product	Toiletries
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 13 October 1998
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The advertisement shows a woman and a little girl (mother and daughter) together in the bathroom. The female voiceover introduces the new (Nivea) deodorant. Amongst visuals of the deodorant itself and the woman using it we are also shown the mother dabbing some deodorant on the underarm of the little girl. The voiceover accompanying the visuals comments on the product's capacity not to irritate 'even sensitive skin.'

## **THE COMPLAINT**

Comments the complainant made about the advertisement included:

*'Towards the end of the ad, the mother takes the product and dabs it on the underarm of her very young daughter...I'm extremely concerned at the message very young girls receive from this ad is that they need to wear deodorant: that there is something wrong with their natural smell, or, that they should grow up as fast as possible – and use the product mum uses...It's bad enough that society dictates how we should look: what labels we wear, how toned our thighs are, how white and straight our teeth look, but to send a message (as subtle as it may be) to pre-pubescent girls they need such a product is nasty.'*

## **THE DETERMINATION**

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

Members of the Board were of the view that the advertisement would not offend prevailing community views and standards, did not depict material contrary to prevailing community standards on health and safety and did not breach the Code. The Board dismissed the complaint.