



## CASE REPORT

- |                               |   |
|-------------------------------|---|
| 1. Complaint reference number | 185/06  |
| 2. Advertiser                 | Novartis Consumer Health (Benefiber - The Look)                                       |
| 3. Product                    | Health Products   |
| 4. Type of advertisement      | TV  |
| 5. Nature of complaint        | Discrimination or vilification Other – section 2.1<br>Health and safety – section 2.6 |
| 6. Date of determination      | Tuesday, 13 June 2006   |
| 7. DETERMINATION              | Dismissed   |

## DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features a young slim woman wearing tight white pants and feathery green top making various poses for the camera with a glass of what appears to be water. As she peers into the glass, a female voiceover states “Fibre has never looked better”. As a spoonful of the product is dissolved in the water and is drunk by the woman, the voiceover continues “Introducing Benefiber. The only dietary fibre that’s clear, tasteless and dissolves completely. It makes taking fibre easier. And that’s a beautiful thing. Benefiber. The latest look in fibre.”

## THE COMPLAINT

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

*In my opinion fibre should not be portrayed in this manner due to advertising influences on impressionable young woman. There was no mention that prolonged use of fibre is harmful to your health, just the impression that if you take Benefiber you too will be as thin as a rake*

## THE ADVERTISER’S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

This creative was designed to emphasise how Benefiber looks different to other sources of soluble fibre, in that it is the only source of fibre that is completely tasteless and dissolves completely in almost any food or beverage. To reinforce this communication, the creative has used a photo-shoot of a model to emphasise our marketing tagline “The Latest Look in Fibre”, since most photo-shoot models are seeking the “latest look in fashion”.

Our media schedule is reflective of our need to reach women aged 49+. Therefore we are not specifically targeting “impressionable young women”.

There is no clinical data available to indicate that “prolonged use of fibre is harmful to your health”.....in fact, there are many clinical papers pointing to the beneficial effects a diet rich in soluble fibre can have.

## THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board noted the complainant’s concern that this advertisement inappropriately targets young women.

The Board noted that the advertisement did not present any message suggesting or promoting overuse of the product and that the advertisement did not suggest that the product should be used as a replacement for whole foods.

The Board considered that the message of the advertisement, consume fibre for good health, was not inconsistent with community standards on health as fibre is known to be an important component of people's diets.

The Board considered that the advertisement did not depict material that is contrary to prevailing community standards on health and safety.

The Board consider that there was not any inappropriate use of sexuality in the advertisement – as the advertisement merely depicted a young slim woman drinking a glass of the advertised product.

Finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.