



CASE REPORT

1. Complaint reference number	197/98
2. Advertiser	The Australian Society of Plastic Surgeons Inc.
3. Product	Professional Services
4. Type of advertisement	Print
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Other - Miscellaneous
6. Date of determination	Tuesday, 10 November 1998
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The full page colour advertisement comprises a photograph of a smiling woman seated in a doorway. The caption that appears alongside the photograph says, 'Everybody has a right to feel good about themselves.' In smaller print on the left of the photograph are the words, 'Call the Australian Society of Plastic Surgeons for help to find a qualified cosmetic plastic surgeon.' The Australian Society of Plastic Surgeons' logo and name appears at the foot of the advertisement.

THE COMPLAINT

Comments the complainant made about the advertisement included:

'My main complaint is that the advertisement implies that there is a direct correlation between a person's physical appearance and their state of mind and, therefore, that a person who has plastic surgery will, as a result, "feel good about themselves."...Secondly, because the advertisement shows an attractive woman together with the caption "Everybody has the right to feel good about themselves" the implication is that women should not feel good about themselves unless their various body parts...are the sizes of and shapes that are considered by society to be "attractive"

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 view that the advertisement did not constitute discrimination or vilification and did not breach any of the other sections of the Code. The Board was of the view that the advertisement would not offend prevailing community views. The Board dismissed the complaint.