



## **CASE REPORT**

1. Complaint reference number	200/02
2. Advertiser	The Australian Laser Clinic Pty Ltd
3. Product	Professional Services
4. Type of advertisement	TV
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 10 September 2002
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The Board viewed a visual depiction of the advertisement. The advertisement displayed 4 images showing:

- 1) a man's chest with hair, and adjacent with no hair on his chest.
- 2) a woman in underwear showing hair around her bikini line, and adjacent with no hair apparent.

The accompanying printed words were: "Permanent Reduction—over 250,000 procedures to date."

## **THE COMPLAINT**

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

*"The advertisement contains graphic photos of "before and after"...the offensive photo to me is that of a female's pubic hair growing all round her frontal parts and looks quite disgusting...this photo is especially UGLY..."*

## **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 determined that the advertisement did not breach the Code in the portrayal of sex/sexuality/nudity.

Finding that the advertising did not contravene any other sections of the Code, the Board, dismissed the complaint.