



CASE REPORT

1. Complaint reference number	204/99
2. Advertiser	Kraft Foods Ltd (Cheese Spread)
3. Product	Food
4. Type of advertisement	Outdoor
5. Nature of complaint	Other - Miscellaneous
6. Date of determination	Tuesday, 13 July 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The first print advertisement consists of an image of lipsticks and eye pencils lined up vertically along a shelf. The advertisement is headed 'Smack Cosmetology, everyone's a USER' and includes telephone and internet contact details.

The second advertisement contains the same image and is headed 'Get Smacked at Hair Expo'. The text reads 'Smack Cosmetology boutique style cosmetic concepts. Are you on the prowl for the ultimate cosmetic fix? Well, makeup junkies come hither and plug your body full of an innovative new range of Australian made cosmetics' and continues to describe the details of the various products.

THE COMPLAINT

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

"I find this ad totally disgusting. Direct heroin related references should not be used."

THE DETERMINATION

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

The Board determined that the advertisement did not contravene prevailing community standards on health and safety. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly dismissed the complaint.