



## **CASE REPORT**

1. Complaint reference number	205/01
2. Advertiser	GlaxoSmithKline Consumer Health (Panadol Gel Tablets)
3. Product	Health Products
4. Type of advertisement	Print
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 14 August 2001
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

This print advertisement features large text reading "...and you can drop 3 dress sizes in just two weeks." Smaller text reads: "NEW Panadol Gel Tabs. A lot easier to swallow." The advertisement includes a graphic representation of a Pandaol pack, with the tagline "Australia's most trusted pain reliever."

## **THE COMPLAINT**

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

*"I am aghast that a company with a brand as well known as Panadol would resort to this type of advertising. I believe that in reading this ad, it could be perceived that by taking this product for two weeks that you would drop 3 dress sizes!!!! Losing weight so easily could be very attractive to almost anyone that has an issue with weight loss."*

## **THE DETERMINATION**

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

Noting the advertiser's advice that "the intent behind the advertisement was merely to illustrate the easy swallowability properties of the new product Panadol Gel Tabs in a humorous manner," the Board determined that it did not contravene the Code's provisions on health & safety.

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