



CASE REPORT

1. Complaint reference number	217/05
2. Advertiser	Naturopathica (Diuret)
3. Product	Health Products
4. Type of advertisement	Print
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 9 August 2005
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This print advertisement is a full page advertisement which provides information on a product called “Diuret” – a diuretic product designed to induce water weight loss (not fat weight loss). A picture of a young slim woman appears to the right of several paragraphs of text, including “My belly is like a camel’s hump”. The text explains that the product helps to eliminate excess water from the body.

THE COMPLAINT

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

“... If young girls or anyone, in fact, think that is what a FAT or stomach the size of a camel’s hump is like, how must they feel if they have even a slightly podgy tummy which a lot of young girls have and then lose later? It is a terrible portrayal of body image.”

THE ADVERTISER’S RESPONSE

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

“... we believe that the complainant is mistaken in that the camel hump analogy refers not to fat weight loss but to water weight loss. Diuret is in fact a diuretic product. The analogy is to both a bloating and bloated feeling that can occur for some women monthly and other women more regularly due to improper diets...”

“We believe the analogy to the camel’s hump is both appropriate and accurate especially considering the nature of the product and it’s suggestion of the bloating effect that water retention can have on women.”

THE DETERMINATION

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

The Board considered that the text that accompanied the image clearly explained that the advertisement was for a water weight loss and not a fat weight loss product. The Board was of the opinion that the depiction of the young woman in the advertisement did not contravene the provisions of the Code by discriminating against or vilifying persons on the grounds of their physical appearance.

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of people.

Further finding that the advertisement did not breach the Code on any other grounds, the Board

dismissed the complaint.