



CASE REPORT

1. Complaint reference number	225/03
2. Advertiser	C B Fleet Co (Aust) Pty Ltd (Summer's Eve)
3. Product	Toiletries
4. Type of advertisement	Print
5. Nature of complaint	Discrimination or vilification Gender - section 2.1
6. Date of determination	Tuesday, 8 July 2003
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This print advertisement features a photograph of a woman over a headline and text reading: 'Being A Woman Is All About Balance. As the world's leading brand of feminine hygiene products, Summer's Eve understand the needs of women today. That's why we've created a comprehensive range of products exclusively for women—to keep you cleaner, fresher and more confident.' The advertisement includes other text and graphics relating to the product range.

THE COMPLAINT

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

"If these companies...would only constrain themselves to women's magazines only, thereby showing us a modicum of respect, and offering us a little much needed respite, we would be most grateful. Not however to deluge and berate us on national television and Sunday papers, humiliating us in front of our male friends, colleagues, boyfriends, husbands etc."

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 content of this advertisement did not constitute discrimination and/or vilification as represented in the Code, and that it did not contravene the Code on any grounds.

Accordingly, the complaint was dismissed.