



## **CASE REPORT**

1. Complaint reference number	23/00
2. Advertiser	The Women's Room (De Jour Tampons)
3. Product	Toiletries
4. Type of advertisement	TV
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 8 February 2000
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement commences with a scene of a woman searching through her desk drawers, briefcase and handbag before finally locating a tampon. The scene then switches to a female washroom, where another woman is removing a tampon from a small case as voiceover says 'Only De Jour tampons come in a cool zip-up bag, so they never fall out no matter how long they've been in your handbag. De Jour tampons ... for today's woman'.

## **THE COMPLAINT**

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

*"... lacks a propriety towards women's health and has a general inappropriate discretion towards the same issue."*

## **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 material depicted in the advertisement did not raise any issues under the Code and, accordingly, dismissed the complaint.