



## **CASE REPORT**

1. Complaint reference number	23/99
2. Advertiser	Precision Cosmetic Laser Surgery
3. Product	Professional Services
4. Type of advertisement	Print
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 9 February 1999
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The print advertisement comprises a photograph and text. The photograph is of a woman (partly in profile) from the neck down to the lower abdomen and upper leg. She is naked and her breasts are visible. Her pubic area is obscured. The text includes the words, ‘Hair Removal...Using the revolutionary ‘Epilight’ high energy...’ and then name and address of the advertiser.

## **THE COMPLAINT**

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

*‘...find the portrayal of the partially-naked woman overtly sexist and stereo-typical...Everyone knows that the business responsible for the advertisement is attempting to use the image of the woman’s naked body as a means to attract attention...no desire to expose our children to any naked breasts at this stage ...My children were looking for comics and instead were shocked to see the naked woman in that section of the family newspaper.’*

## **THE DETERMINATION**

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

Members of the Board determined that the advertisement did not constitute discrimination or vilification, nor did it breach the Code on the grounds of its portrayal of sex, sexuality or nudity. The Board was satisfied that the advertisement did not breach any other sections of the Code and dismissed the complaint.