

CASE REPORT

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| 1. Complaint reference number | 236/01 |
| 2. Advertiser | Cottons Pty Ltd |
| 3. Product | Toiletries |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Gender - section 2.1
Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 11 September 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a female presenter whose utterances of particular words are silenced, allowing viewers to identify them from her mouthing of those words (shown here within parenthesis). She says: “People seem to feel uncomfortable when you mention the word (period) on television. In fact you’d think that women didn’t have (periods) at all. God help us if we mentioned the word (vagina). But there is one thing I will mention. Cottons Comforts Ultra Thin Pads. They have a cotton cover sheet which is great, because that way you have natural cotton instead of synthetics against your (vagina). Cottons Comforts. They’re just more comfortable.”

THE COMPLAINT

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

“This ad is offensive to me and is so distracting in its content I could not tell you what exactly it was advertising. It sounded like sex ... This sort of smutty advertising is totally unnecessary in this date and age.”

THE DETERMINATION

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

The Board determined that the content of this television advertisement did not constitute a contravention of the Code in relation to the portrayal of sex/sexuality/nudity, discrimination/vilification or health and safety. Finding that the content of the advertisement did not breach the Code on any grounds, the Board dismissed the complaint accordingly.