



## **CASE REPORT**

1. Complaint reference number	244/00
2. Advertiser	Warner-Lambert Consumer Health Care Pty Ltd (Schick FX Diamond Razor)
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 August 2000
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement portrays a man and woman in a car, with a male voiceover: ‘A diamond? Is she serious?’ The scene moves to another woman sidling up to the man in a cinema and the voiceover: ‘We’ve only been out once, and she wants a diamond?’ To shots of the product, another male voiceover says: ‘If you want to get close, get the new Schick FX diamond razor. Alpha diamond blade starts sharper and stays sharper for a diamond closeness shave after shave’. With a third woman, the man is shown shaving in a bathroom, a towel about his waist, to the voiceover: ‘The diamond definitely brought us closer. The Schick FX Diamond. The feel of smart design’.

## **THE COMPLAINT**

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

*‘It is quite evident that the makers of (this ad) are oblivious to the amount of insolence and vulgarity they are communicating through (this commercial).’*

## **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 within the advertisement did not contravene prevailing community standards in its depiction of sex/sexuality/

nudity and that the advertisement did not breach the Code on this or any other ground. The Board, accordingly, dismissed the complaint.