



CASE REPORT

1. Complaint reference number	245/01
2. Advertiser	Herron Pharmaceuticals Pty Ltd (My Daily)
3. Product	Health Products
4. Type of advertisement	TV
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 9 October 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a man inspecting the contents of a glass of yellow liquid. Addressing the camera, he says: “Some people look at what comes out of you to work out if you’re healthy or not.” He then lifts the glass in a toast and says: “Me, I look at what goes in,” before taking a sip. Turning to a barbecue bench, he regards a plate containing sausages, steak and chops, saying “And if there’s a food I don’t eat enough of...I take My Daily to make up for it.” As a hand takes away a My Daily Veggies pack, he adds: “I don’t eat enough veggies.” A caption reads: ‘The key nutrients from the foods you don’t eat daily,’ with an accompanying ‘DISCLAIMER: Available in supermarkets. Vitamin supplements should not replace a balanced diet.’

THE COMPLAINT

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

“This commercial is gross and disgusting. It has an actor who, by trickery of language, makes the audience believe that he is drinking a glass of his own urine. I was assaulted by the commercial yesterday during the dinner hour. Needless to say, I was disgusted.”

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 breach the Code in relation to the portrayal of sex, sexuality and/or nudity, and did not contravene any other provisions of the Code.

Accordingly the Board dismissed the complaint.