



## **CASE REPORT**

1. Complaint reference number	262/00
2. Advertiser	Barbarellas
3. Product	Retail
4. Type of advertisement	Print
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 5 September 2000
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The print advertisement, captioned ‘For Cheeky Lovers of Passion ...’, comprises text and pictures of two women, each wearing corselettes. The upper breasts of one of the women are prominent above a low-cut garment and the bare buttocks of the other woman are evident (partly obscured by the name of the advertiser). The text lists the advertiser’s merchandise, and branch contacts.

## **THE COMPLAINT**

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

*‘Pictures of women in erotic lingerie with their bare behinds sticking out at the reader are appropriate in porn mags, NOT in a public newspaper.’*

## **THE DETERMINATION**

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

The Board determined that the depiction of the women within the advertisement did not offend 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.