



CASE REPORT

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| 1. Complaint reference number | 265/00 |
| 2. Advertiser | The Picton Group (Emerje Professional Cosmetic & Laser Centre) |
| 3. Product | Professional Services |
| 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 ‘Bring Out the Beauty Within’, comprises a photograph in soft-focus of a naked woman from the lower face to above the pubic area, text describing the advertiser’s services and the Emerjé logo.

THE COMPLAINT

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

‘Our children read these papers and we do not want them being assaulted by this kind of sexuality. Please can we have this kind of advertising left to Adult Shops and Porn Magazines!! They are R rated. It is unnecessary and offensive.’

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 portrayal of the woman’s body 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.