



## CASE REPORT

1. Complaint reference number	269/01
2. Advertiser	Bayer Australia Ltd (Pluravit Cholesterol Health)
3. Product	Health Products
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 13 November 2001
7. DETERMINATION	Dismissed

## DESCRIPTION OF THE ADVERTISEMENTS

The television version of this advertisement opens on a man with his head supposedly buried in a backyard sandpit. He talks to the camera, saying: “Almost half of all healthy men over 40 have high cholesterol, and this is what they do about it, which is ridiculous when new Pluravit Cholesterol Health—a multivitamin with garlic and omega 3—is such an easy way to lower your cholesterol.” At this point, with the man’s head out of the sand, a woman calls from a kitchen door: “Bob, have you cleaned those gutters out yet?” The man’s response is to rebury his head in the sand, while the advertisement concludes with a close-up of a bottle of promoted product and announcer’s voice saying: “Pluravit Cholesterol Health, because ignoring cholesterol won’t make it go away.”

The print version of the advertisement features a photograph of the man with his head in the sand pit over text headlined: “Ignoring cholesterol won’t make it go away.”

## THE COMPLAINT

Comments which the complainants made regarding these advertisements included the following:

*“I do not want any little children to be put at risk by seeing this advertisement and burying their heads in sand, they are too precious.”*

*“...my then 5-year-old granddaughter was a victim of school bullies at the start of the school year and what these bullies did was to stick her face in the sand, among other things. You can imagine how horrified she was to see this silly commercial on television.”*

*“After watching a grown man bury his head in a sandpit, I am sure a lot of children would be tempted to try it as well, with tragic results.”*

## THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether these advertisements breach Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board noted the advertisements’ literal portrayals of a metaphorical expression and was of the view that responsible parents would place the advertisements in this context for their children. Accordingly, the Board determined that the advertisements did not breach the Code on any ground and dismissed the complaint.