



CASE REPORT

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| 1. Complaint reference number | 273/07 |
| 2. Advertiser | realestate.com.au (Vaseline) |
| 3. Product | Real Estate |
| 4. Type of advertisement | Internet |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 11 September 2007 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This advertisement on the company's website features a jar of Vaseline with explanatory words "lipgloss, hairgel, lubricant". At the bottom of the page text reads "With the most rental properties online, chances are you'll find a sharehouse with people you'll actually want to share with".

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

The ad lists one of the uses of Vaseline to be a lubricant. I feel that many young people, to whom this ad is marketed could take that to mean that Vaseline can be used as a personal lubricant during sexual encounters. If Vaseline is used, as an oil based lubricant it can cause the latex of a condom to tear and break, leading to possible infection or pregnancy. Vaseline can also damage the PH balance of the genitals, increasing the risk of infection, especially for women. I feel it was irresponsible to not be more clear about the use of the word lubricant, or if it was intended to refer to sexual contact, then highly irresponsible to not research the safety issues relating to that.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

The advertisement in question, "Vaseline" was one of a number of executions that were placed across transit panels, convenience advertising and online advertising, and targeted 18-29 year olds looking for Share/Rental Accommodation.

To the best of our knowledge there are no print advertisements for this campaign remaining in the market. Whilst we would have placed the banner advertisements across some other networks in the two years since the campaign, eg. ninemsn, to our knowledge these particular advertisements are no longer running in the market either.

In relation to the Code, I think the complainant is reading far too much into the advertisement, and I don't think consumers will be lead to use Vaseline in the way he describes purely on the basis of our advertisement.

THE DETERMINATION

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

The Board noted the complainant's concern that the advertisement would mislead people into thinking

that vaseline was an appropriate lubricant for use with condoms.

The Board viewed the advertisement and was of the opinion that the advertisement was not specifically encouraging the use of the product as a sexual lubricant. The Board also considered that the message that vaseline is not an appropriate lubricant for use with condoms was relatively well known and this advertisement did not undermine that message. The Board determined that the advertisement did not depict material contrary to prevailing community standards on health and safety.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.