



## **CASE REPORT**

1. Complaint reference number	300/02
2. Advertiser	Ella Bache
3. Product	Toiletries
4. Type of advertisement	Print
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 10 December 2002
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

This print advertisement depicts an apparently naked young woman with long hair, leaning slightly backwards. Visible from her thighs upwards in a side perspective, it appears that she is wearing a skin-coloured bodysuit. In the lower portion of the advertisement, words appear stating: ‘Add some colour to what you wear this summer.’ This is accompanied by an image of Ella Baché Great Tan Without Sun products.

## **THE COMPLAINT**

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

*“...If such ads need to go in (and they really don’t), they should not be in the children’s section...”*

*“...If this picture of a naked woman were in a store it would be in a sealed plastic wrapper so that children could not get to it...I do not believe that this sort of picture is at all appropriate...”*

*“...I for one find it again offensive that women are constantly portrayed for their bodies/shape etc. ...it does not look good for the future...”*

*“...It features a large photo of a naked woman. I have young children and I feel this image is too mature to be placed in a general Sunday paper...”*

## **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 material did not breach the Code in relation to the portrayal of sex, sexuality and/or nudity, and did not breach any other provisions of the Code. Accordingly, the complaint was dismissed.