



## **CASE REPORT**

1. Complaint reference number	303/99
2. Advertiser	Piltz Enterprises Pty Ltd (Thaina Box Noodle Bar)
3. Product	Retail
4. Type of advertisement	Print
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 14 September 1999
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The print advertisement contains a photograph of a young woman seated cross-legged eating from a container of noodles with chop sticks. She is wearing above the knee trousers and a top that exposes her shoulders and midriff. The balance of the advertisement gives details of the restaurant and includes a copy of its menu.

## **THE COMPLAINT**

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

*“... a woman who is figureless and underweight ... what action is your organisation taking to monitor and eliminate unhealthy images of women in media?”*

## **THE DETERMINATION**

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

The Board determined that the advertisement did not contain material that contravened prevailing community standards on safety, noting that the woman in question did not appear to be either unhealthy or abnormal. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly dismissed the complaint.

The Board noted that a complainant had also sought advice as to the existence of any organisations with an interest in the portrayal of women in the media. The secretariat was requested to advise the complainant of the details of those organisations that may be relevant in this regard