



CASE REPORT

1. Complaint reference number	305/99
2. Advertiser	Australian Bone Density Testing Centre Pty Ltd
3. Product	Professional Services
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 14 September 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement comprises a woman speaking to the camera, saying ‘Osteoporosis is the crippling bone thinning disease that affects one in every three Australian women. Now there’s a simple way to find out whether you’re at risk – safely and painlessly. The Australian Bone Density Testing Centre introduced ultrasound bone density testing that accurately predicts your susceptibility. If you’re over 40, you’re at risk’. The advertisement concludes with contact details of participating pharmacies.

THE COMPLAINT

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

“This advertisement is discriminatory because it makes absolutely no reference to osteoporosis in men. Osteoporosis can and most definitely does occur in men.”

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 absence of any reference to men within the advertisement did not constitute discrimination or vilification, but was a reflection of the advertiser’s intention to target the major risk group in the limited time available in a television commercial. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.