



CASE REPORT

1. Complaint reference number	315/99
2. Advertiser	Johnson & Johnson Pacific Pty Ltd (Carefree Breathable Panty Liners)
3. Product	Toiletries
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 12 October 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement commences with a street scene depicting a number of women walking around, all appearing to be holding their breath. Voiceover says “Imagine having to hold your breath all day long. Not exactly natural is it? So Carefree have done something radical and created the totally new ‘Breathable’. The only panty liner with micropores and no plastic backing, to let air circulate freely. For everyday protection and natural freshness, that leaves your skin free to breathe. Carefree’s ‘Breathables’ – a breath of fresh air for panty liners.” During the final scene, a woman is shown walking through a street crowd as other women, still holding their breath, look at her with expressions of surprise.

THE COMPLAINT

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

“The whole idea of the breath holding is undermining women’s intelligence as if I or any other women would walk around holding their breath you may as well hold a neon light flashing so you can broadcast the fact that you have your periods ... I think it is very distasteful and crude.”

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 portrayal of the women within the advertisement did not constitute discrimination or vilification, nor did the advertisement breach the Code on the grounds of its treatment of sex, sexuality or nudity. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.