



## **CASE REPORT**

1. Complaint reference number	319/00
2. Advertiser	Mr Leo Rozner
3. Product	Professional Services
4. Type of advertisement	Print
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Health and safety – section 2.6
6. Date of determination	Tuesday, 14 November 2000
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The print advertisement, captioned ‘Why wait till you look like your mother?’, comprises a sketch of a female face, her hand lifted to her mouth, and text: ‘I am tired of hearing, “You look just like your mother.” But some familial characteristics do start to upset you. Well, I chatted to Australia’s most respected Plastic Surgeon – Mr Leo Rozner. He’s got all the qualifications and over 25 years experience. Leo was really understanding. “It’s not such a drama as people think,” he said. “The secret is helping you look younger without looking different. You won’t look ‘stretched’ just ‘refreshed’. It’s better you came in now than later – less costly too.” Now I look great. So if you have a problem Leo has an answer. Phone 9510 9177 for an appointment.’ The advertisement concludes with the advertiser, his qualifications, address, fax and website.

## **THE COMPLAINT**

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

*‘I would like to record my strong objection to this advertisement in terms of taste and discrimination: I consider it to be exploitation of an unnecessary and manufactured fear: that of growing naturally older. It also directs a quite insidious perspective toward human relationships – in particular, those between mothers and daughters.’*

## **THE DETERMINATION**

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

The Board was of the view that the material within the advertisement did not contravene prevailing community standards on Health and Safety; neither did it constitute discrimination or vilification. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.