



## **CASE REPORT**

1. Complaint reference number	32/08
2. Advertiser	SCA Hygiene Australia (Libra)
3. Product	Toiletries
4. Type of advertisement	TV
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Wednesday, 13 February 2008
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement features a young couple sitting on the girl's bed. The boy in a shy manner, tells the girl he wants to know everything about her, and when she asks what he wants to know, he skips into the bathroom and as an example, holds up an eyelash curler, and a pink exfoliating glove. As she explains, he next unwraps a Libra Invisible sanitary pad, and asks about the blue strips on the side. The girl explains "They're Libra Invisible, with new side leakage barriers. So there's no leakage out the sides." The boy embarrassed, shuts the bathroom door and mumbles "Tell me when you stop talking about that..."

## **THE COMPLAINT**

A sample of comments which the complainant/s made regarding this advertisement included the following:

*A boyfriend holding up a sanitary pad!! That is very personal that. Absolutely disgusting. This has broken the obscenity laws.*

## **THE ADVERTISER'S RESPONSE**

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

*This letter is in response to the complaint you received about our recent television advertising campaign for Libra Invisibles.*

*This commercial shows a couple getting to know each other. The young man in the commercial is keen to understand the girl, and all that that encompasses – including eyelash curlers, exfoliating gloves, and feminine hygiene products. The intention of the advertisement is to remove the taboos in relation to feminine hygiene, and show that it is OK that guys don't (and don't necessarily want to) understand everything about the products. Also, women don't expect them to know it all.*

*Libra conducted extensive research prior to airing the commercial to ensure a positive response among our female audience. The results demonstrated strong support for the ad from women of all ages. To our knowledge it was not considered offensive by any of the women in the research groups. We therefore believe that we have not either discriminated against gender or broken the obscenity laws as indicated by the complainant.*

*I am sorry that your complainant does not share the opinion of the majority of women we have surveyed as we do not wish to offend. We will take such feedback, as we do of all our consumers, on board and consider your opinion of our advertising for the future.*

## **THE DETERMINATION**

The Advertising Standards Board (“Board”) considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (the “Code”).

The Board viewed the advertisement and considered whether the advertisement contravened Section 2.1 dealing with discrimination. The Board determined that there was no discrimination in the advertisement against either gender.

The Board noted the complainant’s comments that the advertisement is obscene by having a young man hold a woman's sanitary pad. The Board agreed that the mere fact of a male holding a sanitary pad is not of itself obscene and that the context is relevant to determining whether the depiction breaches the Code.

The Board considered the reference to, and clear depiction of, a sanitary pad. While the depiction of the pad is very clear, the Board noted that depictions of women’s sanitary products have been commonly broadcast for a long time and that the advertising of such products is legal provided that such advertisements comply with the Code.

The Board noted that the young man is depicted as embarrassed in the advertisement. The Board determined that the depiction of the product being advertised, while likely to make some members of the community uncomfortable, was not in contravention of the Code.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.