



**ADVERTISING
STANDARDS
BUREAU**

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CASE REPORT

1. Complaint reference number	325/99
2. Advertiser	Nauti & Nice
3. Product	Retail
4. Type of advertisement	Print
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 12 October 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement mainly comprises a photograph of a young woman, wearing black bra and underpants. The woman is depicted lying on a floor, propped up on her elbows and turning her face towards the camera. The advertisement is headed ‘Nauti & Nice – Adult Mega Stores’, with sub-text reading ‘We have every adult toy, book, video that you have ever wanted, needed or fantasised about’, followed by store address details.

THE COMPLAINT

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

“The girl in the ad looks to be a child, rather than an adult.”

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 depiction of the woman within the advertisement did not breach the Code on the grounds of its treatment of sex, sexuality or nudity, nor on any other ground. The Board, accordingly, dismissed the complaint.