



CASE REPORT

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| 1. Complaint reference number | 34/08 |
| 2. Advertiser | Pacific Plastic Surgery |
| 3. Product | Professional services |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Discrimination or vilification Gender - section 2.1
Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Wednesday, 13 February 2008 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This print advertisement features a variety of "before and after" photographs of women's breasts and the words "Enhancing your beauty within." Details of other professional services are listed.

THE COMPLAINT

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

My 10 yo son was reading this magazine, when he came across Page 21 he knew it was a page that was not for his eyes, my son drew my attention to this hence my contacting you. What classification does this come under I would like to know, am I just old fashion or should this be pictures for a book for entertainment for men. Is this morally wrong? Publishers Indemnity please explain. I spoke to the paper some women hence a meeting was being held with the people concerned, though she did say that these people do get a lot of business from the adds, off course they would, should these pictures be in expensive beauty book only for women, please tell me. (sic)

This advertisement was on the back cover of a magazine insert in a newspaper. It could be easily accessed by children. It contains nudity, which I feel is inappropriate for my child to see, and reinforces negative stereotypes regarding body image of women. I do not want my daughter to grow up thinking she has to have plastic surgery to be attractive.

THE ADVERTISER'S RESPONSE

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

Thank you for the opportunity to reply to the concerns regarding our advertisement for Pacific Plastic Surgery.

The advertisement in question has numerous small pre-operative and post-operative images of actual breast augmentation patients from the practice. The images appear side-by-side to depict the change in appearance after surgery, are standardized in format, and are purely clinical photographs without any connotation of glamour, sensuality, etc.

The advertisement aims to inform readers of the local availability of the procedure and to demonstrate realistic results.

THE DETERMINATION

The Advertising Standards Board ("Board") considered whether this advertisement breaches Section

2 of the Advertiser Code of Ethics (the “Code”).

The Board noted that the advertisement is for legally permissible surgical procedures and that it is not the Board's role to comment on whether such services should be advertised or not.

The Board noted the complainant's concern about the images of breasts before and after surgical enhancement. The Board considered that the images were not presented in a sexualised manner and were clearly relevant to the advertised product. The Board determined that the advertisement did not breach Section 2.3 of the Code.

The Board also considered that the depiction of the breasts was not offensive or demeaning to women and was unlikely to encourage girls to undertake surgery that is dangerous to their health.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.