



CASE REPORT

- | | |
|-------------------------------|---|
| 1. Complaint reference number | 360/05 |
| 2. Advertiser | Maddy's Skin Care Centre |
| 3. Product | Professional Services |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 13 December 2005 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This print advertisement shows ‘before and after’ views of parts of women’s bodies, including chin, stomach, buttocks, breast and hip areas. The words: “*Cosmetic results*” appear below the images and are followed by shots of alternative solutions – surgery or pills. The text continues below these images: “*Without nip, tuck or pil*”. Further text below describes the process used by Beautytek at Maddy’s.

THE COMPLAINT

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

“*Nudity.*”

THE ADVERTISER’S RESPONSE

“*The advertisement was only showing the varied difference the innovative system can make to the depicted areas of the body and not intended to offend or to be construed as offensive or inappropriate to the public.*”

“*We are now aware of the sensitive nature of the advertising Code of Ethics and are more conscious to make appropriate changes in the near future.*”

THE DETERMINATION

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

The Board was of the opinion that this advertisement did not breach Section 2 of the Advertiser Code of Ethics on the grounds of portrayal of sex/sexuality or nudity, as the images were clinical, relevant to the services being advertised and were not sexualised in any way.

The Board determined that the advertisement did not breach the Code on any other grounds and, accordingly, the Board dismissed the complaint.