



CASE REPORT

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| 1. Complaint reference number | 363/03 |
| 2. Advertiser | Reckitt Benckiser (Aust) Pty Ltd (Mortein) |
| 3. Product | Housegoods/services |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 11 November 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts a man spraying pesticide in various places around the outside of his house and garden.

THE COMPLAINT

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

“He’s wearing a face mask around his neck whilst spraying!...user of the product ignoring safety instructions”

“Homeowners using this product are no doubt in danger of accidental poisoning”

THE ADVERTISER’S RESPONSE

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

“Whether a mask is required to be used with this product depends on factors such as prevailing wind conditions, how close to the object being sprayed the user is, whether the user is using the spray above his/her head and whether the user is using the product in a confined area.”

“The man is shown using the mask when he is spraying above his head, however at other times during the commercial he is not using the spray in a manner in which he would be at risk”

“The product and its labeling therefore comply with all Australian regulatory requirements.”

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 health and safety issues were appropriately addressed by the advertiser.

The Board found that the depiction did not contravene the provisions of the Code relating to health and safety.

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