



## **CASE REPORT**

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| 1. Complaint reference number | 429/99   |
| 2. Advertiser                 | Johnson & Johnson Pacific Pty Ltd (Meds tampons) |
| 3. Product                    | Toiletries                                       |
| 4. Type of advertisement      | TV   |
| 5. Nature of complaint        | Portrayal of sex/sexuality/nudity – section 2.3  |
| 6. Date of determination      | Tuesday, 8 February 2000                         |
| 7. DETERMINATION              | Dismissed  |

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement consists of various scenes of an apparently naked woman, although little detail is shown as a result of the positioning of her arms and legs and an occasional blurring of the shot. Voiceover says ‘To feel clean in a very natural way, even during your period, now there are Meds tampons. Cleaner, more comfortable protection specially designed to expand widthways to absorb according to your natural flow. But, unlike napkins, they remain securely inside your body where they are neither seen nor felt. Nothing else makes you feel cleaner every day of your period. Meds - feel naturally clean’.

## **THE COMPLAINT**

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

*“... particularly offensive and in our opinion should definitely not be shown when children are watching ... embarrasses our teenage boys and certainly offends us.”*

## **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 was of the view that neither the depiction of the woman within the advertisement nor the references to the product being advertised contravened community standards in their treatment of sex, sexuality or nudity and did not breach the Code on this or any other ground. The Board, accordingly, dismissed the complaint.