



**ADVERTISING  
STANDARDS  
BUREAU**

Level 2, 97 Northbourne Avenue, Turner ACT 2612  
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[www.adstandards.com.au](http://www.adstandards.com.au)

## **CASE REPORT**

- |                               |   |
|-------------------------------|---|
| 1. Complaint reference number | 485/06  |
| 2. Advertiser                 | Reckitt Benckiser Aust Pty Ltd (Easy Off Bam Soap & Scum) |
| 3. Product                    | Housegoods/services                                       |
| 4. Type of advertisement      | TV  |
| 5. Nature of complaint        | Discrimination or vilification Gender - section 2.1       |
| 6. Date of determination      | Tuesday, 12 December 2006                                 |
| 7. DETERMINATION              | Dismissed   |