



CASE REPORT

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| 1. Complaint reference number | 50/00 |
| 2. Advertiser | Ashley & Martin |
| 3. Product | Professional Services |
| 4. Type of advertisement | Radio |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 14 March 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The radio advertisement consists of a male voiceover, with the noise of a shower running in the background, saying ‘If your sex life is going down the plughole, maybe that’s because it’s following your hair. But you can improve your roots with Ashley & Martin’s Real Growth programme. Real Growth is the only proven method for re-growing your own hair. But don’t wait until you’ve got no hair left, it may be too late. If your hair is starting to thin or recede, then call Ashley & Martin now for the best possible results. And, once you stop losing your hair in the shower, you might find other things to do in there’. A woman’s voice is then heard asking ‘Can you scrub my back?’ to which a man is heard responding ‘Hang on, I’m still working on your front’. The advertisement concludes with voiceover ‘Improve your roots. Call Ashley & Martin today’.

THE COMPLAINT

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

“The play on both hair roots and sexual activity was unmissable and, in my view, unnecessary and in completely bad taste, particularly for a mid morning ad.”

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 the content of the advertisement did not contravene community standards in its treatment of sex, sexuality or nudity and did not breach the Code on this or any other ground. The Board, accordingly, dismissed the complaint.