

CASE REPORT

1. Complaint reference number	60/05
2. Advertiser	Lever Rexona (Lynx Bodyspray - dance)
3. Product	Toiletries
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 12 April 2005
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement depicts a man standing in his bathroom. The man is shown to hold two cans of Lynx deodorant, one in each hand. He sprays the deodorant in a circular pattern around his body. The scene then cuts to a nightclub where two women are shown to circle the man in the same pattern in which he sprayed the deodorant. The tag line is: “Show them the way”.

THE COMPLAINT

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

“A young male is shown holding a container of the spray in each hand, literally spraying his whole torso with the product and inhaling the spray. The contents of these products are addictive and highly toxic, causing irreversible damage to the central nervous system.”

“More than thirty percent of the population is affected by chemicals ... Consumers innocently presume that if a product is available on a supermarket shelf and advertised on radio or television that it does not pose a danger to their health. ... The manufacturers create fashionable habits through their advertising with no concern for the health of the consumer.”

THE ADVERTISER’S RESPONSE

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

“The TVC is clearly a tongue-in-cheek attempt to educate guys to use LYNX Bodyspray all over their bodies.”

“We believe it is within prevailing community standards in terms of health and safety. We are in no way advocating or encouraging ‘chroming’ ... ‘Chroming’ involves direct application of the aerosol, at short range into the mouth or nose via a towel or similar piece of material. This is clearly not what is happening in this ad, as there is a deliberate intention to spray all over the body (not the face).”

“Lynx products are NOT addictive, toxic or damage-causing to the central nervous system ... if used as displayed in the TVC...”

“... content of our ad is well within other prevailing community standards – the tone is very obviously light-hearted and humorous.”

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 in the context of prevailing community standards, the majority of people would find this advertisement humorous rather than offensive.

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.