



CASE REPORT

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| 1. Complaint reference number | 69/99 |
| 2. Advertiser | Irena Morgenstern Skin Management |
| 3. Product | Professional Services |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 9 March 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement comprises a photograph and text. The photograph is of a naked man and a naked woman in profile (genitals obscured). The man's hand rests on the woman's upper thigh and the woman's hand rests on the man's underarm/chest. The woman has her head on the man's shoulder and the man's head is flung backward

THE COMPLAINT

Comments the complainants made regarding this advertisement included

the following:

'I am extremely alarmed at the pornographic content in everyday advertising and newspaper articles...believe it is unacceptable for the public of all ages to be exposed to this.'

'I see it as erotic and find it offensive...'

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics ('the Code').

The Board determined that the advertisement did not constitute a breach of the Code on the grounds of its portrayal of sex, sexuality or nudity. The Board was satisfied that the advertisement did not constitute a breach of any other section of the Code and would not offend prevailing community views and standards. The Board dismissed the complaint.