



CASE REPORT

1. Complaint reference number	72/03
2. Advertiser	Unilever Australasia (Sunsilk Shampoo)
3. Product	Toiletries
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Sexual preference – section 2.1
6. Date of determination	Tuesday, 8 April 2003
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on four young women in a stylish rest room where Sunsilk products can be seen on the vanity unit. As they admire particular attributes of each other's hair, the scene switches to hairdresser Joh Bailey saying to the camera: "Everyone wants what they don't have. But Sunsilk gives you whatever your hair needs to look beautifully silky and shiny every day." Back in the rest room one of the young women looks at her own hair in a mirror, and is indicated to be thinking: "If he doesn't notice this hair, he must be gay." The advertisement closes on a view of the produce and Joh Bailey saying: "Every day's a good hair day with Sunsilk."

THE COMPLAINT

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

"What gives someone the right to put down someone by their sexuality, or to put down according to a sexuality! Hence meaning that a gay person is not a good person of equal merit."

"I find this comment totally unnecessary and derogatory to gay people as it infers that we cannot see any form of physical beauty unless it occurs in a member of the same gender, thus it perpetuates stereotypes of gay people."

"...as a Primary teacher I am getting more frequent teasing/bullying of some boys by girls using this 'you must be gay' phrase."

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, under prevailing community standards, the advertisement did not contravene the provisions of the Code relating to the portrayal of sex, sexuality and/or nudity.

It further determined that the material did not breach the Code on any grounds and dismissed the complaint.