



CASE REPORT

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| 1. Complaint reference number | 76/99 |
| 2. Advertiser | Cuddles and Mum |
| 3. Product | Retail |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 9 March 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENTS

The advertisements comprised a montage of shots of baby merchandise including one of a sleeping baby wrapped in a shawl/blanket its face to the side.

THE COMPLAINT

Comments the complainant made regarding this advertisement included the following:

'The commercial shows a baby sleeping on their stomache (sic) rather than on their back... Research into Cot Death have shown that the chances of S.I.D.S occuring (sic) can be decreased by having a baby sleeping on their back. The commercial is therefore showing and promoting an unsafe practice.'

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 depict material contrary to prevailing community standards on health and safety and did not breach the Code. The Board dismissed the complaint. The Board noted that the visual concerned did not clearly show the baby lying on its stomach.