



CASE REPORT

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| 1. Complaint reference number | 86/05 |
| 2. Advertiser | HGC Administrative Services Pty Ltd (Club X Intimate Shaver) |
| 3. Product | Other |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 12 April 2005 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This print advertisement is for an intimate area shaver. It features a woman holding a cocktail. The man facing her is hiding a cat (with a shaved belly and legs) behind his back. The tagline on the advertisement, which appears in large white letters on a red background reads: “give your lover a bald pussy”.

THE COMPLAINT

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

“I find this advertisement offensive because it is sexually explicit, demeaning to women, and promotes an adult product in a location that is not limited to an adult audience.”

THE ADVERTISER’S RESPONSE

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

“The product on display is not exclusively an adult product ...”

“... is not offensive to the greater community in any manner.”

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 not find this ad offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of sex/sexuality.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.