



CASE REPORT

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| 1. Complaint reference number | 87/01 |
| 2. Advertiser | Key Pharmaceuticals Pty Ltd (Blistex Lip Care) |
| 3. Product | Health Products |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1
Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 8 May 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement, captioned ‘Bliss for Lips’, shows a naked couple kneeling together on a lip-shaped couch, with text which includes, ‘Treat your lips with Blistex lip care solutions. Choose a Blistex product to protect, condition, moisturize and help relieve the discomfort of common problems.’

THE COMPLAINT

Comments made by the complainant in relation to this advertisement included the following:

‘The subject has naught to do with two nudes. I believe the human body is sacred. This demeans it.’

THE DETERMINATION

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

The Board was of the view that the material within the advertisement did not contravene prevailing community standards in relation to its portrayal of sex/sexuality/nudity; neither did it constitute discrimination or vilification. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.