



CASE REPORT

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| 1. Complaint reference number | 87/07 |
| 2. Advertiser | Reckitt Benckiser Aust Pty Ltd (Veet In Shower) |
| 3. Product | Toiletries |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Gender - section 2.1
Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 10 April 2007 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features an attractive brunette woman wearing a blue/green summer dress walking through a room towards a mirror where she admires her reflection as a cat brushes against her legs. A female voiceover announces "there's smooth...and there's caressably smooth. As the woman is shown running her hand along her leg then in the shower using Veet In Shower the voiceover continues "Veet's new 'in shower hair removal cream' with water-resisting ingredients, works while you shower to leave your skin so sexy and smooth it's impossible to resist..." The woman is then seen reading a book on the ledge of a French window as three men admire her. The voiceover concludes "Veet Caressably Smooth In Shower hair removal creams. The desired effect".

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

It is yet another negative ad about sexual stereotyping. It is destructive to the millions of females who have issues about body image and self worth. It is offensive to men because it suggests that they are simply programmed and can be very easily manipulated. It is offensive to women because it suggests that they have to do "sexy" things to their bodies in order to attract men. It sends a message to men that women deliberately do things to their bodies in order to make themselves irresistible. And it sends a message to women that it is important to make themselves irresistible. Yet society has a major problem around "sexual abuse".

THE ADVERTISER'S RESPONSE

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

We accept that all consumers are entitled to an opinion. We have conducted research on this advertisement and did not receive any negative reaction from the target audience in relation to the portrayal of women or men.

THE DETERMINATION

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

The Board considered whether the advertisement breached Section 2.1 of the Code dealing with discrimination against gender. The Board concluded that references to hair removal in order to make legs more attractive did not of itself constitute discrimination or vilification of women.

The Board then considered whether the advertisement breached 2.3 of the Code dealing with sex, sexuality and nudity. The Board concluded that there was very little sexual content in the advertisement and certainly no explicit sexual content.

Finding that the advertisement did not breach the Code on any grounds, the Board dismissed the complaint.