

Case Report

1. Case Number :	0071-25
2. Advertiser :	Caruso's Natural Health
3. Product :	Health Products
4. Type of Advertisement/Media :	TV - On Demand
5. Date of Decision:	19-Mar-2025
6. Decision:	Dismissed

ISSUES RAISED

AANA Code of Ethics\2.1 Discrimination or Vilification

DESCRIPTION OF ADVERTISEMENT

This on demand TV advertisement features four women with uncomfortable looks on their faces. One woman is holding her nose. A voice-over says "Ladies, we all know how uncomfortable it can be when we get itchy or red with an unpleasant odour down there. Did you know that vaginal probiotics can help you feel fresh and balanced, introducing Caruso's Vaginal Care Probiotic. Caruso's Vaginal Care Probiotic contains a blend of good bacteria to help maintain a vaginal healthy microflora and pH. So if you're looking for a new and effective way to manage your vaginal health try Caruso's new Vaginal Care Probiotic today. Made in Australia and available in leading pharmacies and health stores."



THE COMPLAINT

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

The ad for shows several women being 'uncomfortable', embarrassed, ashamed and offended by their vaginal health. It suggests a woman should be ashamed by their

natural feminine body functions. It harks back to the old ads of women being ashamed of periods and menstrual cramps.

A a woman and a half of the population, it is not acceptable to suggest women should be ashamed of their bodies.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complainant/s regarding this advertisement include the following:

Advertiser did not provide a response.

THE DECISION

The Ad Standards Community Panel (the Panel) considered whether this advertisement breaches Section 2 of the AANA Code of Ethics (the Code).

The Panel noted the complainants' concerns that the advertisement is discriminatory against woman.

The Panel viewed the advertisement and noted the advertiser had not provided a response.

Section 2.1: Advertising shall not portray or depict material in a way which discriminates against or vilifies a person or section of the community on account of race, ethnicity, nationality, gender, age, sexual orientation, religion, disability, mental illness or political belief.

The Panel noted the Practice Note to Section 2.1 provides the following definitions:

- *Discrimination – unfair or less favourable treatment.*
- *Vilification – humiliates, intimidates, incites hatred, contempt or ridicule.*
- *Gender – refer to the attributes, roles, behaviours, activities, opportunities or restrictions that society considers appropriate for girls or boys, women or men. Gender is distinct from 'sex', which refers to biological differences*

The Panel acknowledged that the topic being discussed in the advertisement is a sensitive women's health issue, and the discussion could make some people uncomfortable.

However, the Panel considered that the list of symptoms which the product is designed to assist with is factual and is not stated in a demeaning manner. The Panel considered that the depiction of the woman holding her nose is a visual representation of one of those symptoms. The Panel considered that the advertisement depicts this symptom of a medical condition in a relatable manner, and

provides an option to help with the condition. The Panel considered that the advertisement does not depict the women in the advertisement or women in general in a manner that is unfair nor in a manner that would be likely to humiliate or incite ridicule. The Panel determined that the advertisement does not discriminate against or vilify a person or section of the community on account of gender

Section 2.1 conclusion

The Panel found that the advertisement did not breach Section 2.1 of the Code.

Conclusion

Finding that the advertisement did not breach any other section of the Code the Panel dismissed the complaints.