

Case Report

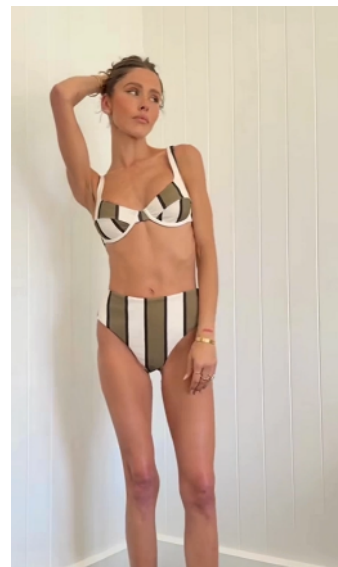
1. Case Number :	0193-25
2. Advertiser :	Zulu & Zephyr
3. Product :	Clothing
4. Type of Advertisement/Media :	Facebook
5. Date of Decision:	3-Sep-2025
6. Decision:	Dismissed

ISSUES RAISED

AANA Code of Ethics\2.6 Health and Safety

DESCRIPTION OF ADVERTISEMENT

This Facebook advertisement posted on the @zuluandzephyr and @rubytuesdaymatthews pages on 7 August features a woman modelling different outfits including, swimwear, jeans and a knitwear set. The caption to the post states, "Zulu & Zephyr x Ruby Tuesday Matthews. The pieces that feel as good as they look. Introducing the August drip by Zulu & Zephyr x Ruby Tuesday Matthews.



THE COMPLAINT

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

The model in the ad is dangerously thin. The ad is promoting anorexia and harmful body images issues for women and young girls.

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 complainant's concern that the advertisement promotes harmful body issues.

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

Section 2.6: Advertising shall not depict material contrary to Prevailing Community Standards on health and safety.

The Panel noted the Practice Note for this section of the Code includes:

"Advertising must not portray an unrealistic ideal body image by portraying body shapes or features that are unrealistic or unattainable through healthy practices. Exposure to unrealistic body ideals can lead to harmful body dissatisfaction and disordered eating and for this reason it is not acceptable in advertising."

A minority of the Panel considered that the model's poses and choice of outfit highlighted her very thin thighs and her thigh gap. The minority of the Panel considered that these features would not be obtainable by most people through healthy practices, and the advertisement did portray an unrealistic ideal body image.

The majority of the Panel considered that some people have a naturally slim build due to a fast metabolism, and it was not possible to say whether the model was unhealthy or had obtained her body shape through unhealthy practices. The Panel considered the woman models a range of clothing, not all of which emphasised her thinness. The Panel considered that overall, the advertisement did not portray an unrealistic ideal body image.

The Panel considered that the advertisement did not contain material contrary to Prevailing Community Standards on health and safety.

Section 2.6 conclusion

The Panel considered that the advertisement did not breach Section 2.6 of the Code.

Conclusion

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