

Case Report

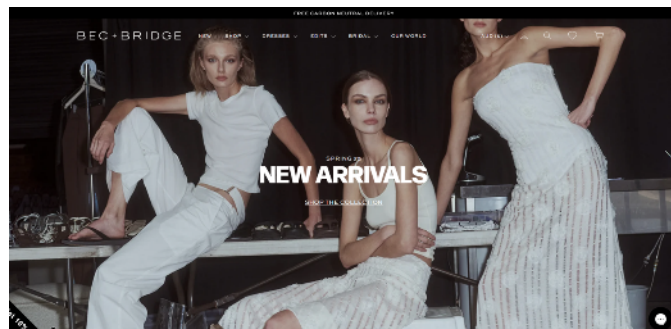
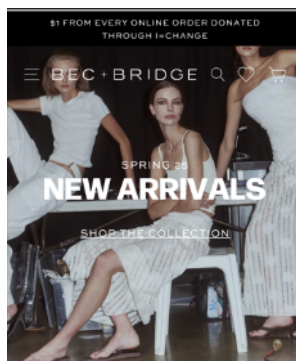
1. Case Number :	0213-25
2. Advertiser :	Bec and Bridge
3. Product :	Clothing
4. Type of Advertisement/Media :	Online
5. Date of Decision:	17-Sep-2025
6. Decision:	Upheld – Modified or Discontinued

ISSUES RAISED

AANA Code of Ethics\2.6 Health and Safety

DESCRIPTION OF ADVERTISEMENT

This website advertisement features an image of three women wearing white clothes.



THE COMPLAINT

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

Depicts unhealthily thin models and promotes harmful body image. Models look unhealthy and very underweight.

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.

While the use of people in smaller or larger bodies is itself not necessarily problematic, advertisers must ensure that models do not adopt a pose or are not depicted in a way which produces an unrealistic sense of body image, for example through the style of the advertising, the clothing, lighting, or make-up used."

The Panel considered the depiction of the woman on the left, and the woman in the centre. The Panel considered that both women appeared very thin. The Panel considered that the style of makeup and photography made their faces look pale and gaunt, and their bodies appear thin and out-of-proportion to their heads. The Panel noted that while it could not make a determination on whether the women depicted are actually unhealthy, it considered that the overall impression is that they are unhealthily thin. The Panel considered that most members of the community would consider that such a depiction is irresponsible and promotes an unrealistic body image that would be unattainable through healthy practices.

The Panel considered that the woman on the right appeared to have some muscle tone, was not posed in a manner to emphasise her thinness, and her face was not visible and therefore she did not appear as gaunt as the other two women. The Panel considered that the woman on the right was not depicted in a manner which promotes an unrealistic body image.

The Panel considered that the advertisement did contain material contrary to Prevailing Community Standards on health and safety.

Section 2.6 conclusion

The Panel considered that the advertisement did breach Section 2.6 of the Code.

Conclusion

Finding that the advertisement breached Section 2.6 of the Code the Panel upheld the complaint.

THE ADVERTISER'S RESPONSE TO DECISION

We acknowledge the Community Panel's decision regarding the advertisement in question and wish to confirm that the images referenced were removed immediately following the initial complaint.

At Bec + Bridge we are committed to supporting and celebrating women of all body shapes and sizes. We do not believe in promoting unrealistic or unhealthy body standards. Our collections are designed to be inclusive, offering a size range from 4 to 20 to cater to a broad and diverse customer base.

We confirm that the advertisement has been discontinued in its previous form and that we are reviewing our content and representation practices to ensure continued alignment with the AANA Code of Ethics and evolving community standards.