

Case Report

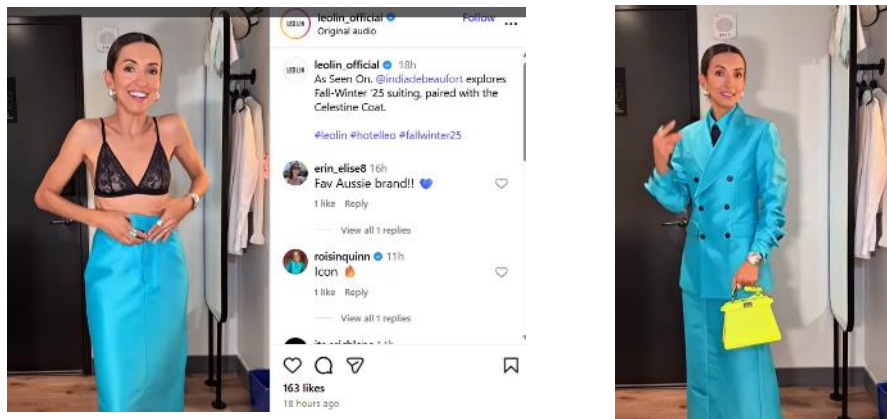
Case number: 0233-25
Advertiser: Leo Lin Fashion Pty Ltd
Medium: Instagram
Decision date: 8-Oct-2025
Decision: No breach

ISSUES CONSIDERED BY THE COMMUNITY PANEL

- AANA Code of Ethics - 2.6 Health and Safety - no breach

AD DESCRIPTION

This Instagram ad on the @leolin_official page features a woman dressing and modelling clothing from the brand's collection.



SUMMARY

Complaint

A complaint was received on the grounds that the ad depicted an unhealthy body image.

Advertiser response

The advertiser responded that it celebrates individuality, diversity and authenticity and takes conversations about body image seriously. Its creative direction is never intended to glamorise or promote unhealthy body ideals.

However, assumptions about the personal health of individuals should be avoided. This influencer is naturally slim, healthy, and comfortable in her own body. The complete advertiser response is included in Appendix A.

Decisions

The Panel found that the ad did not breach Section 2.6 of the Code of Ethics as it did not portray unrealistic body types or body shapes that were unattainable through healthy practices.

ASSESSMENT AND DECISIONS

Section 2.6 (Code of Ethics): Advertising shall not depict material contrary to Prevailing Community Standards on health and safety.

The Practice Note states:

Advertising must not portray an unrealistic ideal body image by portraying body shapes or features that are unrealistic or unattainable through healthy practices.

An unrealistic ideal body image may also occur where models are depicted in a way that:

- promotes unhealthy practices
- presents an unrealistic body image as aspirational; or
- is reasonably likely to cause pressure to conform to a body shape that is unrealistic or unattainable through healthy practices (such as diet or physical activities); unless such depictions are justifiable in the context of the product or service advertised.

BODY SIZE: The Code does not require the use of “healthy weight” models as this term could exclude people in smaller or larger bodies from advertising and unnecessarily limit the portrayal of diversity in society. As such, advertisements may include a diversity of images, including people who have a variety of sizes and shapes, but advertisers should take care to avoid images ... which are not justifiable in the context of the product or service advertised, and which are contrary to prevailing community standards relating to health and safety.

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.

Panel assessment

The Panel considered that it would be unreasonable to assume that a model is unhealthy simply because she is small in stature. The Panel considered that this model appears happy and healthy, and while petite, nothing in her post, speech or general demeanour creates an impression that she is unhealthy, malnourished, or has attained her body type through unhealthy or harmful practices.

The Panel considered that the ad does not communicate any specific message about body type, eating habits or exercise, ad did not contain material contrary to Prevailing Community Standards on health and safety.

Panel decision

The Panel found that the ad did not breach section 2.6 of the Code of Ethics.

OTHER CONSIDERATIONS

The Panel found that the ad did not breach any other section of the advertising codes.

APPENDIX A: ADVERTISER RESPONSE IN FULL

We understand and respect the concern raised regarding the recent content posted by LEO LIN. Conversations about body image are important, and we take them seriously.

However, we wish to make it clear that India de Beaufort, featured in the content is not anorexic, nor has she ever represented herself as such. She is naturally slim, healthy, and comfortable in her own body. Any suggestion otherwise is inaccurate and not reflective of the truth.

LEO LIN celebrates individuality, diversity, and authenticity. Our creative direction is never intended to glamorise or promote unhealthy body ideals. Instead, our aim is to highlight the beauty of different forms of self-expression. We stand firmly by the integrity of our content and the wellbeing of the actress involved.

We remain committed to producing work that is respectful, responsible, and inspiring, while also rejecting unfounded assumptions about the personal health of individuals.