

Case Report

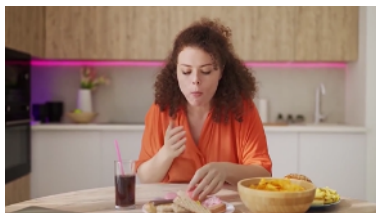
Case number: 0167-26
Advertiser: Caruso's Natural Health
Medium: TV - Free to Air
Decision date: 8-Jul-2026
Decision: No breach

ISSUES CONSIDERED BY THE COMMUNITY PANEL

- AANA Code of Ethics - 2.1 Discrimination or Vilification - no breach
- AANA Code of Ethics - 2.6 Health and Safety - no breach

AD DESCRIPTION

This TV ad features scenes of different women eating food or snacks with a voice-over saying 'Always feeling hungry no matter how much you've eaten, constantly battling food cravings? Do you often feel like your metabolism is working against you? Introducing Caruso's Reduce Probiotic. Caruso's Reduce Probiotic reduces appetite and suppresses hunger. It also helps in the management of food cravings and supports your body's metabolism. If hunger, food cravings and your metabolism are holding you back, try Caruso's Reduce Probiotic today. From leading pharmacies and health stores.'



SUMMARY

Complaint

A complaint was received on the grounds that the ad only shows women as overeating or eating the wrong foods. The complainant questioned why only women were depicted.

Advertiser response

The advertiser did not submit a response.

Decisions

The Panel found that the ad did not breach section 2.1 of the AANA Code of Ethics, as the ad did not depict anything that would be considered discriminatory towards, or vilifying of people on the basis of gender.

In addition, the Panel found that the ad did not breach section 2.6 of the AANA Code of Ethics, as the ad did not depict or encourage unhealthy eating habits or promote an unrealistic body image.

ASSESSMENT AND DECISIONS

Section 2.1 (AANA Code of Ethics): Advertising shall not portray people 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 Practice Note defines ‘discrimination’ and ‘vilification’ as:

Discrimination: unfair or less favourable treatment

Vilification: Humiliates, intimidates, incites hatred, contempt or ridicule

Panel assessment

The Panel considered that advertisers are entitled to target specific market segments and present their product in a way that would be particularly appealing to that segment, even if it meant not presenting it as appealing to another segment.

The Panel also considered that the absence of men alone did not amount to a commentary about men or women in general. The Panel also considered that the women were shown enjoying snacks but not overeating or fixating on weight or their appearance.

The Panel noted that the ad did not comment on women, did not suggest that all women are like this, and did not present women as unappealing or inferior to men. The Panel considered that the ad depicted women because the product appears to be aimed at women. In this context, the Panel considered that the ad did not portray people or depict material which discriminates or vilifies a person or section of the community on account of their gender.

Panel decision

Accordingly, the Panel found that the ad did not breach section 2.1 of the AANA Code of Ethics.

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

The Practice Note states:

An unrealistic ideal body image may occur where the overall theme, visuals or language used in the advertisement imply that:

- a body shape, or feature, of the kind depicted (e.g. very thin or very muscular) is required to use the product or service or to participate in an activity associated with the product or service;
- those people who do not have a body shape, or feature, of the kind depicted cannot use the product or service, or participate in a particular activity; or
- those people who do not have a body shape, or feature, of the kind depicted should alter their body shape, or features, before they can use the product or service, or participate in a particular activity.

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.

Panel assessment

The Panel considered whether the ad could be said to encourage unhealthy or unsafe eating habits by showing people snacking and then using a dietary supplement, rather than considering healthier eating habits.

The Panel considered that the ad did not depict people overeating, and considered that the concern about healthy eating habits might relate more to the nature of the product as an appetite suppressant, than to the content of the ad.

The Panel considered that the ad merely depicted people snacking and suggested that viewers with concerns about their own cravings or urges to snack should consider using the product to help ease such cravings. The Panel did not consider this to rise to a level that suggested to all viewers that people must have a particular body weight or size, that they should fixate on suppressing their appetite, or that they need to aspire to a particular body type.

Panel decision

On this basis, the Panel found that the ad did not breach section 2.6 of the AANA Code of Ethics.

OTHER CONSIDERATIONS

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