

COMPLAINT NUMBER	17/437
COMPLAINANT	K. Collins
ADVERTISER	Pharmabroker Sales Ltd
ADVERTISEMENT	Digital Marketing
DATE OF MEETING	4 December 2017
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for Nair Hair Removal cream showed various women talking about how they enjoy using the product including stating that “I am all about taking care of myself from the inside and out” and “I like to be hair free” and “it gives me confidence.”

The Chair ruled there were no grounds for the complaint to proceed.

Complainant, K. Collins, said: “I have a complaint against the underlying message in an advert I have seen multiple time while watching TV3 ondemand. This advert is Nair sensitive hair removal. This advert tells woman and young girls that if they do not remove the hair from their legs they are not beautiful, and cannot go outside their houses. I found this advert to oppose any type of feminism and to tell woman and young girls that they must conform to the medias view of beauty in order to be confident in themselves. I thought that this advert went against TV3’s views and that of their viewers. This advert very much offended me and turns me off watching programs that are being paid for with this bad message.”

The relevant provisions were Code of Ethics - Basic Principle 4, Rule 5; Code for People in Advertising - Basic Principle 3, Basic Principle 5;

The Chair noted the concerns of the Complainant the advertisement sends the message that women and young girls are not beautiful unless they remove their body hair and that they must conform to the media’s view of beauty.

The Chair acknowledged the pressures that many young people feel about their appearance however, after looking at the advertisement she said that there was nothing offensive in itself about an advertisement for hair removal cream. The Chair said the advertisement did not suggest women who do not remove body hair were not beautiful and noted it depicted women in various situations including at the beach and outside exercising.

While she noted the sincere concerns of the Complainant, the Chair said that the advertisement was unlikely to cause serious or widespread offence to most people and had been prepared with a due sense of social responsibility to consumers and society. The Chair said the advertisement was not in breach of Rule 5 or Basic Principle 4 of the Code of Ethics and the complaint had no grounds to proceed.

Chair’s Ruling: Complaint **No Grounds to Proceed**