

COMPLAINT NUMBER	20/414
ADVERTISER	Brand Developers Ltd
ADVERTISEMENT	Thin Lizzy, Television
DATE OF MEETING	14 September 2020
OUTCOME	No Grounds to Proceed

Advertisement: The Thin Lizzy television advertisement promotes their Thin Lizzy Perfect Face Facial Hair Remover. The advertisement shows women using the hair remover on their faces and includes close-up shots of women from the shoulders up and women in strapless tops. The advertisement ends with a product shot and the website www.thinlizzy.co.nz

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

Complaint: Advert was sexual and provocative (there is reasonable and OK) this ad had women pouting lips, face, eyes provocative, not appropriate, Perfume ads OK, Dove have women in underwear and OK, Tradie underpants OK, yet this was border on pre-porn suggestive. It's an ad for foundation not offering or insinuating something other than skin care!

The relevant provisions were Advertising Standards Code - Principle 1, Rule 1(c).

Principle 1: Social Responsibility: Advertisements must be prepared and placed with a due sense of social responsibility to consumers and to society.

Rule 1(c) Decency and Offensiveness: Advertisements must not contain anything that is indecent, or exploitative, or degrading, or likely to cause harm, or serious or widespread offence, or give rise to hostility, contempt, abuse or ridicule.

The Chair noted the Complainant's concerns the advertisement content was sexual and provocative.

Rule 1(c) of the Advertising Standards Code required the Chair to consider whether the advertisement was likely to cause serious or widespread offence, in light of generally prevailing community standards.

The Chair said the advertisement is for a facial hair remover and the advertisement demonstrates how to use it, including that it is gentle on the models' skin. The Chair said the close-ups showed the models' smooth skin after using the hair remover. The Chair agreed some of the model poses were provocative, but they were not salacious, and the advertisement was not in breach of Rule 1(c) of the Advertising Standards Code.

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

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

APPEAL INFORMATION

According to the procedures of the Advertising Standards Complaints Board, all decisions are able to be appealed by any party to the complaint. Information on our Appeal process is on our website www.asa.co.nz. Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.