

<b>COMPLAINT NUMBER</b>	19/467
<b>COMPLAINANT</b>	J Barnard
<b>ADVERTISER</b>	Neat Feat Products Ltd
<b>ADVERTISEMENT</b>	Television
<b>DATE OF MEETING</b>	16 December 2019
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The television advertisement for Neat 3B Body Powder and Action Cream showed animated images of a female and a male sweating while exercising. The female was wearing a pink bikini and as she exercised, her breasts moved in an unusual rhythmic way. The text said: “Sweat between the breasts” and “Soreness between the thighs”. The voiceover said: “Don’t suffer any longer, 3B helps stop chafing and the discomfort of sweat rash.”

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

**Complainant, J Barnard, said:** HI IM 11 YEARS Old  
i am complaining about this advert for 3b cream.It shows moving breasts and moving groin and it is a bit offensive to women .And inappropriate for young minds like mine.I am not saying you should ban the advert because that would be unfair for the advertisers but you could put the advert on later when younger children are in bed.

**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 was offensive to women and should have been played at a later time of day.

The Chair referred to a precedent decision, 14/034, concerning a complaint about a similar advertisement for Neat Feat 3B Action Cream, which was also ruled No Grounds to Proceed. In that decision “The Chairman noted the concerns raised by the Complainant. However, in her view, the advertisement took a lighthearted approach to promote a product intended to assist with personal health issues relating to chafing and rashes. The Chairman did not consider that the advertisement was exploitative nor could the animated type illustrations be seen to be using sexual appeal.”

The Chair said that precedent decision was directly relevant to this complaint. The Chair noted the advertisement played during Seven Sharp, which is un-rated, because it is a current affairs programme. People under 18 do not make up a significant proportion of Seven Sharp viewers.

The Chair said the advertisement did not reach the threshold to be considered likely to cause serious or widespread offence.

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](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 days of receipt of this decision.