

COMPLAINT NUMBER	20/496
ADVERTISER	Showerdome Ltd
ADVERTISEMENT	Television
DATE OF MEETING	4 November 2020
OUTCOME	Settled

Advertisement: The Shower Dome television advertisement shows a father and son sitting in a bathroom with the child's face covered with shaving cream. The father proceeds to shave the child's face with the back side of the razor.

The Chair ruled the complaint was Settled.

Complaint: The boy child has shaving cream on his face and the dad smilingly holds a razor to his foam on the small child's face. A child seeing this ad could get an idea and harm themselves. Copying it
Yes the man has the razor back to front and to mature children it will be seen as adults see it as a bit of fun. But small children are suggestible. Very dangerous to have this on tv where small children will see it

The relevant provisions were Advertising Standards Code - Principle 1, Rule 1(e);

ADVERTISING STANDARDS CODE

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

Rule 1(e) Safety: Advertisements must not, unless justifiable on educational or social grounds, encourage or condone dangerous, illegal or unsafe practices, or portray situations which encourage or condone a disregard for safety.

The Chair noted the Complainant's concern a child seeing this advertisement might harm themselves.

The Chair noted the Advertiser had amended the advertisement, after receiving this complaint. Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in amending the advertisement, the Chair said that it would serve no further purpose to place the matter before the Complaints Board.

The Chair ruled that the matter was settled.

Chair's Ruling: Complaint **Settled**

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.