



**ADVERTISING  
STANDARDS  
BOARD**

<b>1. Complaint reference number</b>	286/05
<b>2. Advertiser</b>	Beiersdorf Australia Ltd <i>(Nivea Body Contouring Cream)</i>
<b>3. Product</b>	Toiletries
<b>4. Type of advertisement</b>	TV
<b>5. Nature of complaint</b>	Portrayal of sex/sexuality/nudity
<b>6. Date of determination</b>	<b>11 OCTOBER 2005</b>
<b>7. DETERMINATION</b>	<b>COMPLAINT DISMISSED</b>

**DESCRIPTION OF THE ADVERTISEMENT**

The scenes in this television advertisement depict a mother and her young child in the living room of their house. The mother is lying face down on the sofa reading a book whilst the young boy plays with a toy car. He is shown to run the toy car up the mother's leg and lower thigh. As he does so, the child makes car noises. A voiceover states: "*Skin not as smooth as it used to be?... New Nivea Body Contouring Cream*". The final scenes in the advertisement depict the child playing with the car toy on the mother's legs once more.

**THE COMPLAINT**

Comments which the complainant/s made regarding this advertisement included the following:

- "(a) In my opinion this ad is demonstrating to viewers – young and old – that it is okay, that it is appropriate behaviour, for a young child to be permitted to play with his toy cars, using a woman's thighs as the roadway... I do not believe, morally, that it is acceptable or appropriate that any woman (or man for that matter), exposes this area of the body for the child to use as a playground..."*
- "(b) This ad does not demonstrate self-respect or respect of another persons body... This ad in my opinion degrades the human body and teaches the child something which is wrong..."*

**THE ADVERTISER'S RESPONSE**

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

*"... It is certainly not our intention to offend, but rather to inform our customers of an exciting new body product innovation in what we believe to be a tasteful manner."*

*"... we do not believe that the commercial has breached any part of Section 2 of the AANA Code of Ethics. It is our belief that the commercial depicts a natural interaction between a mother and her child."*

**THE DETERMINATION**

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board was of the view that the scenes depicted in this advertisement did not carry any sexual connotations whatsoever. The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of sex, sexuality or nudity.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.