

CTPA Statement

The UK Cosmetics Industry and the Bailey Report

CTPA, the Cosmetic, Toiletry and Perfumery Association, is the authoritative public voice of a vibrant and responsible UK industry. Part of that responsibility comes from being aware of and sensitive to changes in society. The report "Letting Children be Children" by Reg Bailey of the Mothers' Union has expressed some of the concerns that have been circulating in society of late regarding how children are perceived to be growing up too soon.

In particular, the Bailey Report has identified concerns that parents have regarding the images used in advertising perfumes in the outdoor media where they may be seen by children. Parents feel some of those images are inappropriate in that arena.

CTPA welcomes this new information and, in discussion with the Outdoor Media Centre, will be reminding its members that where sexual attraction is a strong visual element of an advertisement, that advertisement should not be placed outside of schools, pre-schools or nurseries. If any member requires guidance on specific advertisements, they are reminded that the Committee of Advertising Practice has a Copy Advice Team which can be freely consulted.

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