

GET  
LIPPY  
for the **eve** appeal

# Campaign Overview

# Ambassadors



**Caroline Hirons**  
Skincare expert



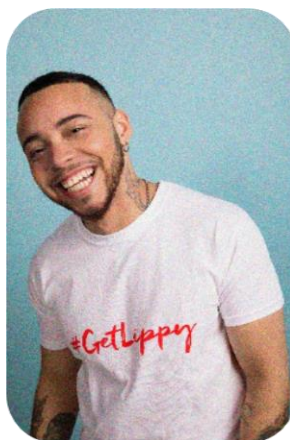
**Dr Rupy Aujla**  
Doctor



**Alix Fox**  
Sex/relationships expert



**Cherry Healey**  
Broadcaster



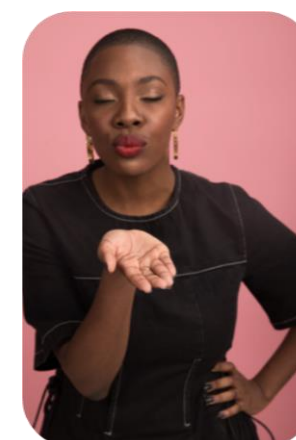
**Kenny Jones**  
Trans rights advocate



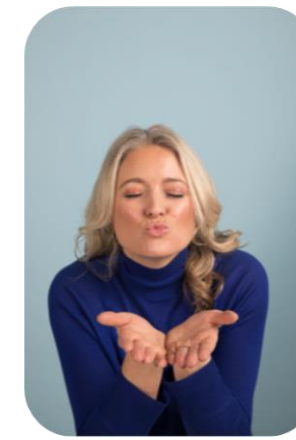
**Dr Anita Mitra**  
Gynaecologist



**Ciara Lawrence**  
Learning disability  
advocate



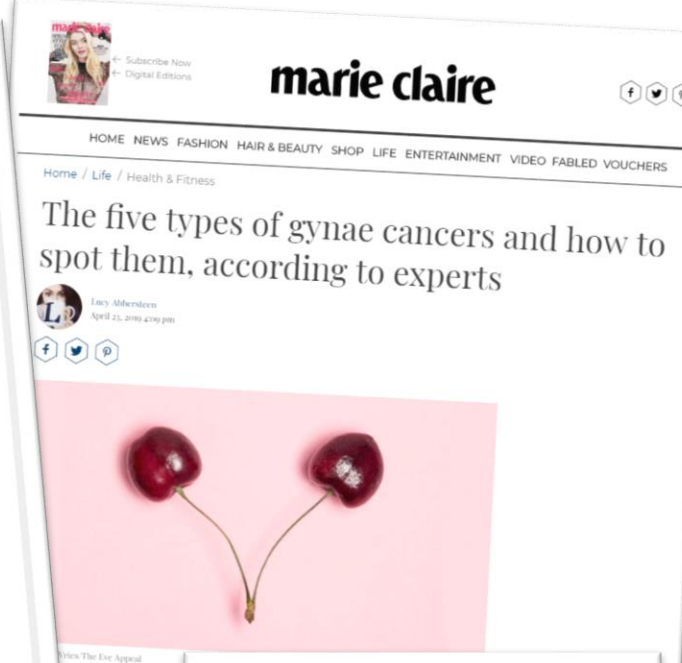
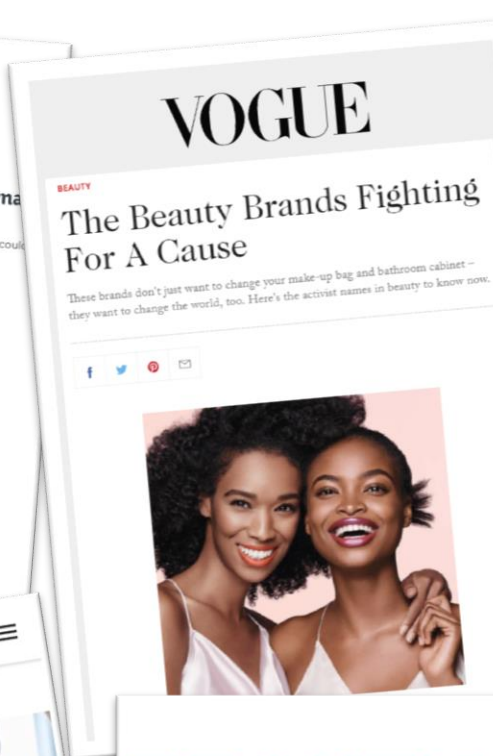
**Yomi Adegoke**  
Author of *Slay in Your  
Lane: a Black Girl's Bible*



**Dr Bella Smith**  
GP and women's  
health expert



# Media Coverage



And not knowing the female anatomy well enough is preventing us from getting the right care, according to research

It's with this in mind that The Eve Appeal have launched their new Get Lippy campaign

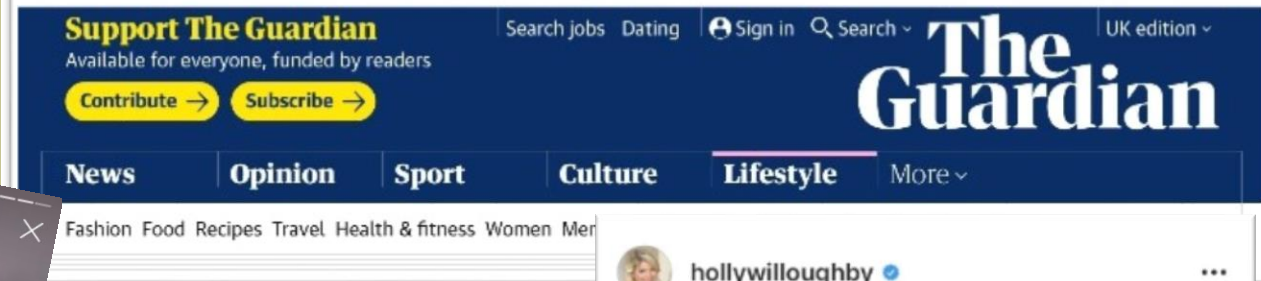
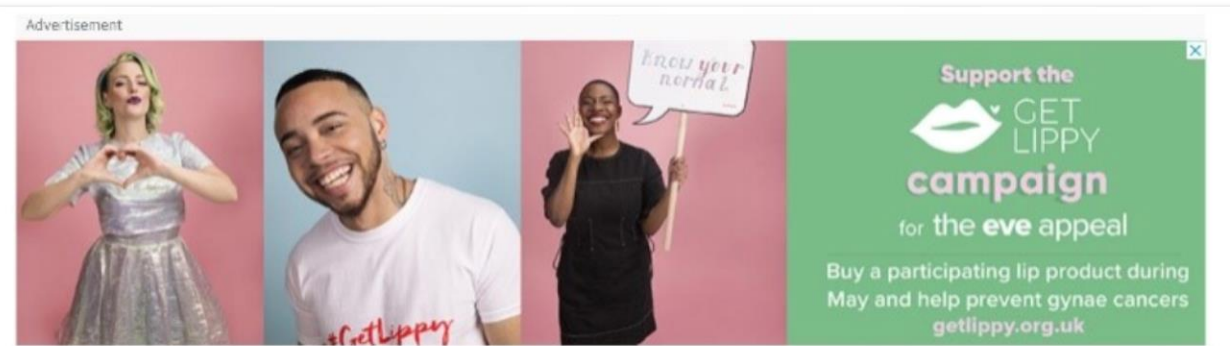
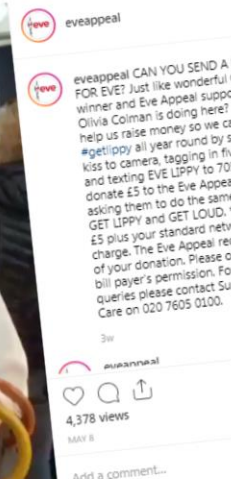
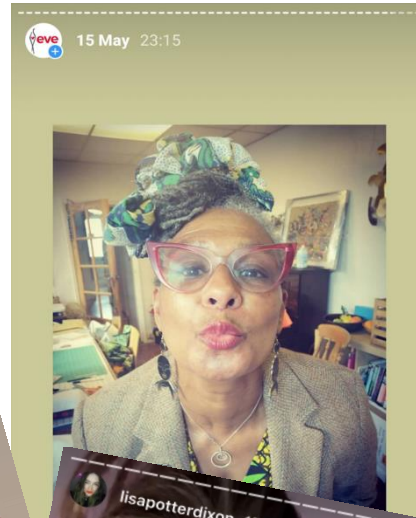




# Online & Social



#GetLippy  
@eveappeal



# Get Lippy Day.

## Who shared the love

On Get Lippy Day 2020 we were joined by celebrities, influencers and women affected by cancer who took to Instagram to send a kiss to the people they miss, including:

@MeganBartonHanson\_ - 1.8 million

@CherryHealey - 153k

@VictoriaEames - 139k

@ScummyMummies - 137k

@BowelBabe - 104k

@GynaeGeek - 99.6k

@LisaPotterDixon - 69.5k

@IAmLaurenMahon - 51.7k

@GeorgieSwallow - 15k

@TheKarenArthur - 5.5k



# Brand Partners



## LEAD PARTNERS



UNITED KINGDOM



## BRAND PARTNERS



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**HOURGLASS**



the **eve**  
appeal

protecting women  
from **gynaecological**  
cancers