

We can face it



## Launch of the We can face it campaign

Almirall UK is delighted to invite you to the launch of the *We Can Face It* campaign, a free event for women with unwanted facial hair:

**On:** Wednesday 2nd June 2010

**At:** 6.30pm

**In:** Sunbeam Studios, Ladbroke Hall, 79 Barby Road, London W10 6AZ.

**TV personalities Dr Dawn Harper (Channel 4's *Embarrassing Bodies*), Mica Paris (soul singer and TV presenter) and Jason Gardiner (style guru from ITV's *This Morning*) are teaming up** to launch the *We Can Face It* campaign, which aims to raise awareness of unwanted facial hair, show sufferers that they are not alone and encourage them to find the treatment regime that works for them. This campaign is the first of its kind for the country and hopes to make important steps forward in raising awareness and understanding of a common but under-recognised and isolating condition.

The event will include the launch of a newly published report highlighting the results of a survey into the impact of the condition on 1,000 women from across the UK. During the event, you will hear from the campaign's expert steering committee on the key findings from the report, plus the challenges facing women with unwanted facial hair, including the physical, psychological and social impact.

As our guest at the launch of *We Can Face It*, you will also be invited to indulge in some of the exclusive activities that will be available including makeovers, beauty advice, style seminar with Jason Gardiner and a professional photo shoot.\*

### ***We Can Face It* steering committee**

The *We Can Face It* campaign launch is being supported by a team of experts. The campaign experts are:

- Dr Dawn Harper (GP)
- Dr Alexandra Mizara (Psychodermatologist)
- Professor Steve Franks (Endocrinologist)
- Rachel Hawkes (Verity, charity for women living with Polycystic Ovary Syndrome)
- Charlotte Footman (Beauty therapist)

To register for the event, please email us at [wecanfaceit@packerforbes.com](mailto:wecanfaceit@packerforbes.com) stating your name, phone number and email address. You will then receive an email confirmation.

We very much hope that you will be able to join us and look forward to welcoming you on 2nd June at 6.30pm. Shuttle buses will be operating between Notting Hill Gate station and Sunbeam Studios from 6.00pm to 10.30pm for your convenience.

\*Please note that while we will endeavor to provide as many delegates as possible with an opportunity to participate in the activities, there will be limited slots available and these will be allocated on a first-come, first-served basis.

*We Can Face It* campaign and launch event are sponsored by Almirall UK Limited. Almirall is an international pharmaceutical company based on innovation and committed to health.



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