

PRESS RELEASE

STRICTLY EMBARGOED until 00.01am Sunday February 27, 2011

WEAR TEAL NAIL VARNISH AND HELP OVACOME BEAT OVARIAN CANCER

OPI is donating £1 for every bottle of its new 'Ski Teal We Drop' nail polish sold during Ovarian Cancer Awareness Month this March

Leading professional nailcare brand OPI is teaming with ovarian cancer charity Ovacome to launch Teal Tips: an initiative to encourage women to wear teal coloured nail polish and prompt awareness of the fourth most common cancer affecting women in the UK.

Teal is the recognised colour for ovarian cancer and an up-and-coming shade in fashion and home decor. OPI and Ovacome hope that by wearing the polish, women will get their friends and colleagues talking about the disease and its symptoms.

Ovacome's patron, actress Jenny Agutter, will be the face of the campaign.

OPI's UK distributor Lena White is donating £1 to Ovacome for each bottle of its Ski Teal We Drop shade it sells during March in upmarket outlets such as Harrods, Selfridges and John Lewis as well as salons and spas throughout the country.

Bottles sold during March will carry a label highlighting Ovacome's BEAT campaign, which spells out the main symptoms of ovarian cancer: B is for bloating that is persistent and doesn't come and go, E is for eating less and feeling fuller, A is for abdominal pain you feel most days and T is for talking to your GP. Also BEAT information literature will be included with the bottles, which are also available to individuals via mail order.

Ovacome's chief executive Louise Bayne says: "We are delighted to have the support of OPI with such an innovative and novel campaign. We hope that as many women as possible will wear Ski Teal We Drop, and as well as looking fantastic will be helping raise awareness of ovarian cancer and its warning signs."

Lena White, director of Lena White, is pleased to be involved in such a proactive campaign. "Colour remains an important force in nails, as well as in all aspects of our lifestyles. In the world of nail colour, teal is the new black. One look at spring 2011 fashion and beauty trends and teal is seen everywhere. Colour is linked strongly to emotions, nail lacquer offers a way to express those feelings and make a statement."

Look out for updates on the campaign on Facebook and Twitter (#tealtips).

To order your bottle of OPI Ski Teal We Drop for £10.50 contact Lena White on www.lenawhite.co.uk

-ENDS-

Notes to editors

When using the photography of Jenny Agutter please credit Hobbs for providing the suit for the photo shoot.

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