



the women's
the royal women's hospital

Media Release

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Women's health on everyone's lips in *Liptember*

When it comes to health, women and men are not the same. There is still an astounding lack of evidence-based research about health care for women as well as a lack of appropriate treatments.

The *Liptember* campaign is aiming to change this by raising awareness of gender inequity in health and raise much needed funds for gender-specific medical research through lipstick sales and participant sponsorships throughout September.

Liptember is proudly supported by Priceline and Burt's Bees (makers of natural beauty products) with the funds raised going to support mental health research at the Royal Women's Hospital (Melbourne), which has the only gender-specific mental health research centre in Australia.

Dale Fisher, Chief Executive of the Royal Women's Hospital, said that the Royal Women's Hospital was delighted to be selected as the beneficiary of the *Liptember* campaign. "Raising awareness of the importance of women's health is central to our work as the largest women's hospital in Australia. There needs to be more research into women's healthcare and treatments. Most medical research is usually done on men with the findings extrapolated to women. Gender inequity in health and well-being is not being researched sufficiently. By applying a male yardstick to female health women have paid a price. The reality is women respond differently to treatments than men."

According to Fisher we live in a country where – to give just two examples – one in three young women suffers from a mental health disease and one in five young women has experienced sexual assault since the age of 15. "It's unacceptable that there is so little research going into the many social and cultural attitudes and expectations that are placed upon women, which dramatically affects health and wellbeing. The reality is that women's health matters because every cell is sexed and every person is gendered."

Supporters raise funds for women's health in *Liptember* by purchasing a Burt's Bees Lip Shimmer (in this year's *Liptember* shade, Rhubarb) at the counter of any Priceline outlet, then by registering to be a fundraiser and gaining sponsorships from family and friends throughout September. Proceeds from the sales of the Burt's Bees Rhubarb Lip Shimmer during *Liptember* will support gender-specific research and the development of treatment programs specifically designed for women.

For more information please call:

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