

Headline Butter Safe Than Sorry
Date 24. May 2009
Media Title OH
Section NEWS
Circulation 40000
Readership 80000

Language English
Page No 81
Article Size 127 cm2
Frequency Monthly
Color Full Color
AdValue 1284.65



Butter safe than sorry

What does smooth lip butter have to do with safe sex, you wonder? Well, slather on The Body Shop's new Tantalising Lip Butter and do your part for a great cause by saving lives.

The Body Shop & MTV have teamed-up to launch this exclusive lip butter that will help fund HIV/ AIDS awareness and prevention. Proceeds generated from each purchase will go directly to the Staying Alive Foundation – a charity on a mission to save lives through empowering teens and young people around the world to protect themselves and their communities against HIV and AIDS.

(Over the last two years MTV and The Body Shop have raised more than RM5.8 million for the Staying Alive Foundation.)

This time, R&B singer-songwriter Kelly Rowland is lending her voice to the campaign, as the Staying Alive Foundation ambassador. "The most shocking to me is that so many 15 to 24 year olds are simply ignoring the risk of HIV/AIDS, believing it won't touch their lives," says the star.

"The reality is that none of us can afford to be complacent, and there's no cure, no way of turning back the clock. A smile can't tell you anyone's sexual history, and as I've discovered, many people live for years unaware they are carrying the virus – only say yes to safe sex."

The lip butter itself is totally preservative-free and is made of dragonfruit and shea butter.

