

NEWSWATCH: Too bold or not bald enough?

In its latest issue, *YOU* Magazine roped in local celebrities to join its cancer awareness campaign. The celebs' pictures were edited so that they appeared bald. The campaign is reported to have sparked mixed reactions from the public, with many cancer patients and survivors feeling outraged.

The celebrities involved in the campaign include Lee-Ann Liebenberg, Shashi Naidoo, Poppy Ntshongwana, Zakeeya Patel, Elma Postma and LeAnne Dlamini.

"It's a big ask, we know," *YOU* Editor Linda Pietersen says. "For many celebrities, their hair is an integral part of their public image. So we love that so many have been brave enough to have our picture retouchers 'shave' off their hair."



For more:

- IOL News: [Outrage over 'bald' celebs campaign...](#) The report states that the Cancer Association of South Africa (CANSA) "was surprised when some cancer survivors reacted with outrage over a *YOU* Magazine campaign featuring celebrities pretending to be bald". The association reportedly supported the campaign because of the positive response *Marie Claire* had with a similar campaign.

"It was done by a previous magazine and we had such a positive response," Cansa's marketing and communication head Lucy Balona said. "So we were surprised (by the negative reaction)."

- EWN: [YOU Magazine responds to cancer campaign backlash...](#)

The response on Facebook also appears to have been quite negative thus far, with many people feeling offended by the campaign. What are your thoughts?



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