



11 November 2014

## **Denplan and the British Dental Health Foundation launch Blue Lip Selfie campaign in aid of Mouth Cancer Action Month**

Denplan, the UK's leading dental payment plan specialist, and charity the British Dental Health Foundation have stepped up a gear to save even more lives this year by creating the Blue Lip Selfie campaign for Mouth Cancer Action Month, which runs throughout November.

The Blue Lip Selfie campaign encourages the public to adopt blue lips as a visible sign of support for mouth cancer to help boost awareness of the disease.

"With cases of mouth cancer trebling over the last decade, it's never been more important to get people talking about mouth cancer and encourage everyone to regularly visit their dentist," said Steve Gates, Denplan's Managing Director. "We chose blue lips as a visible sign of support to reflect the Mouth Cancer Action Month blue ribbon, and also because it's striking, fun and unmissable! It's a fresh approach to an established annual campaign and we've seen a huge buzz about it already."

Organised by the British Dental Health Foundation, Mouth Cancer Action Month promotes the message 'if in doubt, get checked out' in a bid to save thousands of lives through early detection and is supported by hundreds of dental practices and health professionals nationwide. This year the campaign is encouraging the public to be 'Mouthaware'.

To make it easy for everyone to get involved in the Blue Lip Selfie campaign, Denplan has created a special Facebook app at [www.bluelipselfie.co.uk](http://www.bluelipselfie.co.uk). Users can upload photos of themselves wearing blue lipstick or they can customise selfies with fun blue cartoon lips using the app and share them on the gallery. To boost the viral potential of the campaign, Denplan is also encouraging people to share their blue lip selfies on social media using the hashtag #bluelipselfie.

"To highlight the main reason behind the Blue Lip Selfie campaign, there is also an informative video on the app featuring real people who have survived mouth cancer— all because their



dentist spotted signs of the disease early," said Steve. "By sharing these moving, yet positive, stories in the words of those who have experienced mouth cancer firsthand, we hope to pass on the message that mouth cancer is very treatable when caught early, as well as raising awareness of the disease, risks and symptoms."

Excitingly, the campaign has already reached the celebrity world with X Factor contestants Stereo Kicks sharing their Blue Lip Selfie on the official gallery as well as with their 180,000 Twitter followers.

Dr Nigel Carter OBE, Chief Executive of the British Dental Health Foundation commented: "The blue lip selfies are a really good way of getting people interested in what the campaign is about. The reality is we are facing more cases and more deaths from mouth cancer than ever before. That is why we are calling for people to be 'mouthaware'. You know your mouth, so if you notice an ulcer that does not heal within three weeks, red and white patches and unusual lumps or swellings in the mouth our message is simple – if in doubt, get checked out."

The British Dental Health Foundation has set up a special JustGiving page at [www.justgiving.com/bluelipselfie](http://www.justgiving.com/bluelipselfie) for any donations or sponsorship money raised which will be specifically used for mouth cancer support groups.

-ends-



Photo shows X Factor contestants, Stereo Kicks, supporting the campaign with their Blue Lip Selfie

For more information about Mouth Cancer Action Month, please visit [www.mouthcancer.org](http://www.mouthcancer.org)

## Notes to Editors

### ***About Mouth Cancer Action Month***

Every November, the British Dental Health Foundation organises and runs Mouth Cancer Action Month, under the message 'if in doubt, get checked out'. The campaign is sponsored by Denplan, the UK's leading dental payment plan specialist.

The campaign has become an influential springboard in educating the public about mouth cancer, highlighting the risks, symptoms and causes of the disease. The campaign is about taking action and raising awareness, particularly among those groups who are most at risk. The British Dental Health Foundation want people to look out for ulcers which do not heal within three weeks, red and white patches in the mouth, and unusual lumps or swellings while encouraging them to regularly visit a dentist to ensure they're checked for signs of mouth cancer.

By working closely with the dental and health profession and supporting them in their activities to patients and local communities, the British Dental Health Foundation continues to increase mouth cancer awareness and save lives through early detection.

### ***About Denplan***

Denplan Limited is the UK's leading dental payment plan specialist; with more than 6,500 member dentists nationwide caring for approximately 1.7 million Denplan registered patients. Established in 1986 by two dentists who pioneered the concept of dental payment plans, Denplan has been at the heart of dental care for over 25 years and today the company is owned by Simplyhealth. Denplan has a wide range of dental plans for adults and children, enabling patients to spread the cost of their private dental care through a fixed monthly fee. Denplan supports regular attendance and preventive care, reducing the need for clinical intervention and helping patients to maintain healthy teeth and gums for life. For further information visit [www.denplan.co.uk](http://www.denplan.co.uk)

For more information about Denplan:  
Denplan Press Office  
Tel: 01962 828194



[Pressoffice@denplan.co.uk](mailto:Pressoffice@denplan.co.uk)

## ***About Simplyhealth***

- Simplyhealth became its own brand in 2009 after bringing together HSA, BCWA, LHF, HealthSure, Totally Active, its family of health companies
- Simplyhealth has been providing healthcare solutions for 140 years, and is dedicated to serving its customers and patients through a variety of cash plans, dental plans, private medical insurance, self funded health plans and mobility and living aids
- Simplyhealth is a trading name of Simplyhealth Access, which is authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and Prudential Regulation Authority
- Simplyhealth as it stands today, now covers nearly four million people with health plans (more than any other company) and helps 20,000 companies with their employees' health
- Simplyhealth is committed to making a positive impact on its communities. Each year, it donates over £1 million to health related charities and causes

For further information: [newsroom.simplyhealth.co.uk](http://newsroom.simplyhealth.co.uk)