

WWW.LIPTEMBER.COM.AU

WHAT IS LIPTEMBER?

Liptember is a month-long campaign dedicated to raising funds and awareness for women's mental health. Individuals are encouraged to register online pledging to wear the official Liptember lipstick throughout September, seeking sponsorship from family, friends and co-workers.



WHY WOMEN'S MENTAL HEALTH?

Liptember was established in 2010 after it was discovered that the majority of mental health research examines men's mental health, with findings applied to both men and women. This resulted in a number of programs and prevention strategies unable to fully assist the mental health needs of the female population. The Liptember campaign endeavours to change that.



HOW TO GET INVOLVED?

Simply purchase an official Liptember lipstick from your local Chemist Warehouse, My Chemist or My Beauty Spot, then create a profile at WWW.LIPTEMBER.COM.AU for either yourself or as part of a team. Once your online registration is complete, it's time to seek sponsorship from family, friends and co-workers!

- 1** Purchase a Liptember lipstick from any Chemist Warehouse, My Chemist or My Beauty Spot store.
- 2** Register online at www.liptember.com.au
- 3** Rock your lippy throughout September.

WHERE DOES THE FUNDING GO?

Funds raised during the campaign are distributed to Liptember's mental health partners to fund national research, programs and services to support women's mental health.



the women's
the royal women's hospital



Lifeline



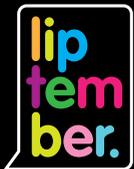
OUTCOMES

Liptember is committed to funding mental health research, services and support programs. We're incredibly proud of the outcomes we've been able to achieve with the generous support of our partners and supporters.

- 7 campaigns
- Raised over \$5 million
- Sold over 50,000 Lipsticks
- Registered over 10,000 participants
- Social media audience of over 50,000
- Two Australian-first research studies focussing on women's mental health
- National Newborn Behavioural Observational (NBO) system Australia launched to support post-natal development
- Doubled the hours of operation for Lifeline's Online Crisis Support Chat
- Answered over 60,000 crisis chats and 20,000 telephone crisis calls
- Trained over 400 health professionals to support postnatal depression
- Launched the national Safe Mothers, Safe Babies program
- Launched innovative book series, Charlie's Tales, for young girls self confidence and body image
- Started 4.63 million conversations with women across the country as Principle Partner of R U OK?
- Reached 10,500 young girls through the national batyr@School program



WHERE CAN I GET MORE INFORMATION?



WWW.LIPTEMBER.COM.AU

VISIT OUR WEBSITE WWW.LIPTEMBER.COM.AU



[INSTAGRAM.COM/LIPTEMBER](https://www.instagram.com/liptember)



[FACEBOOK.COM/LIPTEMBER](https://www.facebook.com/liptember)