

AUSTRALIAN Women's Health

Women's Health Reveals Worldwide First: The Global Naked Issue



Thursday 3 August, 2017: From Australia to the USA, United Kingdom to Ecuador, South Africa, Sweden, Poland, Chile, Venezuela and beyond, 45-year-old Sofia Vergara poses bare on the cover of *Women's Health* across 15 countries and five continents worldwide, as part of the brand's first Global Naked Issue.

The themed issue explores what nudity means – literally, physically, emotionally and metaphorically and celebrates the female form in all its shapes, sizes, colours and nuances.

Jackie Frank, General Manager, Fashion, Health and Beauty, Pacific Magazines comments: “*Women's Health* has combined forces globally to join the conversation surrounding body image - with provocative, inspiring, complicated, empowering and heart-wrenching stories alike.”

Inside the issue, cover star Sofia Vergara gets frank about fitness, her 40s, her body critics, her husband - and the realities of taking the plunge to strip off and front the Global Naked campaign for *Women's Health*.

The issue includes ‘Naked News’ across food, fitness, mind, health, nutrition and beauty - including stripped-back workouts, clean eating made simple, new skin-loving superfoods and high-tech athleisure fabrics so light they’re like wearing nothing - along with findings from a global naked survey whereby three in five Aussie women proudly admit they’re beautiful.

Jacqui Mooney, Editor, *Women’s Health Australia*, comments: “Right around the world, the body positivity movement is having a major moment. As women, we’re so often our own harshest critics. But what’s encouraging to see is how the conversation is gradually starting to shift.

“Globally, we are realising strong (both mentally and physically) is so much more important than skinny. And this timely *Women’s Health* issue is a perfect reminder to celebrate the female form, and all the amazing things it’s capable of.”

head & shoulders has partnered with *Women’s Health* on the Naked Issue in both the US and Australia. Vergara is an ambassador for the brand and a strong advocate for women feeling comfortable in their own skin. The integration within the Australian issue including an outside back-cover gatefold bookmarked directly into Sofia’s exclusive editorial feature.

In addition to extensive promotion across all *Women’s Health* touchpoints – including the brand’s 451K social media fans and followers – *The Global Naked Issue* will also be promoted across Pacific’s brand network.

Women’s Health Australia is one of the first countries globally to release the images today.

Ends.

For further information, please contact:

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