

POSTER CAMPAIGN CONSUMER

Bronze Award Winner

beauty starts within



No daily beauty regime is complete without fruit and veg

You can spend a lot of money on looking good. So why miss out on one of the cheapest beauty benefits? Eating fruit and veg that contain beta-carotene, flavonoids, and fibre, keeps your hair, skin and eyes healthy. So for an easy way to turn heads eat at least 5 portions of different fruit and veg every day.



For a FREE copy of Fruit & Veg: Beauty's Golden Ticket visit www.5aday.nhs.uk

Just Eat More
Fruit & Veg

beauty starts within



No daily beauty regime is complete without fruit and veg

The healthier your hair, skin and nails are, the easier it is to keep them looking good. Fruit and veg which contain Vitamin A, the B vitamins, and high levels of zinc and iron, naturally improve the texture, shine and health of your hair, skin and nails. So for a healthy look for - just for you - eat on your new regime!



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Just Eat More
Fruit & Veg

fuel for living



Don't run low on pulling power

It's a tight one, the last thing you want is to feel tired and wobbly. But that's why you need to eat well. Fuel and veg which contain zinc, B vitamins and other nutrients, can help. This is not at all a culture of different food and veg which you need your body the right fuel to continue to do so.



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fuel for living



Make sure your body keeps up with your social life

When you look like that, you can take a lot of other things. But eating fruit and veg can increase energy levels, help you feel better, and help you keep going. Fuel your body with at least 5 portions of different fruit and veg every day and get ready to party!



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Just Eat More
Fruit & Veg

Title: Carrot/Broccoli/Pulling Power/Social Life Agency: 23red Product: 5 A Day Young Independents