

The background of the entire advertisement is a photograph of a woman's back. She is wearing a black top and black underwear. Her hands are positioned in front of her lower back, with her fingers interlaced to form a heart shape. She is wearing several beaded bracelets on both wrists. The text 'LOVE YOUR CERVIX' is overlaid on the image. 'LOVE YOUR' is in white, and 'CERVIX' is in yellow with a white heart symbol replacing the 'V'.

LOVE YOUR CERVIX

**IT'S YOUR
CERVIX.
SHOW IT
YOU CARE.**

When you're invited for cervical screening, book an appointment at your GP surgery.

Get it checked out to help stop cancer developing.

Find out more www.nhs.uk/cervical-screening



The background of the poster is a photograph of a woman's midsection. She is wearing a black crop top and green patterned underwear with leopard and palm tree designs. Her hands are positioned in front of her waist, with her fingers touching to form a heart shape. A white heart outline is superimposed over the yellow text 'CERVIX'.

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The background of the entire poster is a photograph of a pregnant woman. She is wearing a pink t-shirt and grey maternity pants. Her hands are resting on her pregnant belly, with her fingers interlaced. The text 'LOVE YOUR CERVIX' is overlaid on the image. 'LOVE YOUR' is in white, and 'CERVIX' is in yellow with a white heart symbol replacing the 'V'.

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