

The background of the entire advertisement is a photograph of a woman's midsection. She is wearing a black top and black underwear. Her hands are positioned in front of her pubic area, with her fingers pointing towards the center 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 outline 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



LOVE YOUR CERVIX

The background of the top half 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 interlaced to form a heart shape. A small, white, hand-drawn heart is superimposed over the center of the yellow 'CERVIX' text.

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A close-up photograph of a pregnant woman's bare belly. She is wearing a light blue maternity top and light blue patterned underwear. Her hands are placed on her belly, with her fingers touching to form a heart shape. She has a tattoo of a leafy branch on her left forearm and is wearing a thin silver ring on her left ring finger. The word 'LOVE YOUR' is written in large white capital letters across the top of the belly, and 'CERVIX' is written in large yellow capital letters across the middle, with a white heart outline integrated into the letter 'V'.

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A close-up photograph of a pregnant woman's midsection. She is wearing a pink top and grey leggings. Her hands are placed on her belly, with her fingers touching to form a heart shape. The background is a soft-focus view of her skin and clothing.

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