

Why half of our women hate to show their legs July 1, 2009

A heatwave was the ideal time to unveil research that half of British women hate their legs, on behalf of A.Vogel Venaforce®, which offers traditional relief for the symptoms of varicose veins.

We achieved national coverage in The Telegraph, Daily Express, Sunday Express, Sun and Marie Clare online - and experts unveiled the news on over 30 UK radio stations.

Our survey of 4,000 women found 47% are ashamed of their legs, 60% won't wear skirts in public and one in six won't show their pins to partners.

It showed that Cheryl Cole, Beyonce and Elle Macpherson were voted the celebs with the best legs, giving the study some celebrity glitz.

Varicose veins were voted in the top 10 reasons why women hate their legs because they can affect women of all ages, not just old ladies, and occur when veins weaken causing blood to pool.

We enlisted psychologist Corinne Sweet to brief the media, explain the extreme measures women take to hide their legs and talk about issues of confidence and body image.

Venaforce is the only licensed traditional herbal remedy for the relief of symptoms associated with varicose veins, such as tired heavy legs, pain, cramps and swelling.

A.Vogel director Dr Jan Tan said: "A.Vogel was delighted with the amount of coverage obtained for Venaforce and its varicose veins campaign. Gravitas was able to generate media interest for a problem many consider embarrassing or taboo, by being innovative and thinking out of the box."



Kay Williams