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54.60

LISA POTTER-DIXON AND HELEN ADDIS

INTRODUCE THE C LIST

Melissa Stephens

When Helen Addis was diagnosed with breast cancer, her doctor told her to rethink her beauty cabinet as her skin would change so much during treatment. Helen found a serious lack of knowledge of this on the high-street so she teamed up with beauty industry titan Lisa Potter-Dixon to create The C List, an accessible space for people with cancer.

Beauty industry titan Lisa Potter-Dixon and ITV producer Helen Addis are the power duo behind The C List, an accessible space for people with cancer within the cosmetic and beauty community.

“I’ve just ordered Five Guys,” Lisa starts the remote meeting off with a smile. Helen joins in, laughing at the fact she’s eating soup from one of her children’s bowls. There is mutual

appreciation for the modern likes of video calling, allowing us to meet in comfort during these times.

Helen Addis is a TV producer for ITV, and in recent years, a campaigner famously promoting self checking for breast cancer. Lisa is a makeup artist and blogger, author of three best-selling beauty books and now co-parent alongside Helen, of The C List.

Photographer
Claire Harrison

Make-Up Artist
Lisa Potter-Dixon

Flower Stylist
Hazel Gardiner

Sadly two years ago Helen was diagnosed with breast cancer. Whilst she was receiving retreatment, she was curious as to whether her friends checked their breasts. She was surprised to find that too many of them didn't, due to not knowing how or what to look for.

This sparked Helen to begin a nationwide Change and Check campaign.

Drawing on Helen's experiences with having chemotherapy and radiotherapy and Lisa's beauty knowledge, they have worked together to curate a bespoke list called The C List.

The C List covers everything from makeup products that are sensitive to the skin requirements of people with cancer to advice on how to have conversations about cancer with children.

Helen said, "Your skin changes massively whilst going through treatment."

Helen recalled her doctor telling her that she would need to rethink her bathroom cabinet and makeup bag when she was receiving treatments for breast cancer. Helen went to a high street shop for advice and overheard the staff whispering about her.

Helen said, "I heard one of them whisper 'She's got cancer, do you think she can use this?'. I felt like an alien."

Hearing Helen's story inspired Lisa. Lisa revealed, "I see so much talent, kindness and joy in the beauty community every day."

Lisa continued, "With the rise of social media I saw an opportunity to use my platform to educate people around how makeup can be about how you feel."

The C List aims to wipe out the feeling of

alienation of going into a store and not being catered to.

Lisa said, "The power that makeup and skin care gives you is incredible."

Helen added. "I looked very different during treatment, and to be able to wear and use some products made such a difference, it's amazing what it does to your mental health if you look a little better."

Describing the fire that pushes them both forward, Helen revealed, "You have to find the thing you're most passionate about, you have to want it right from the core."

"I heard one of them whisper 'She's got cancer, do you think she can use this?'. I felt like an alien."

Lisa added passionately, "If you want to do something, you've just got to do it!"

They were both incredibly moved to see their work come to life during the campaign shoot for The C List, which features women who have or have had cancer.

Helen revealed, "We were shooting with phenomenal women who felt they were at the bottom of the priority list when it came to how they looked and felt."

Lisa added, "It was emotional and yet absolutely magical to see these women feel and look so incredible."

 @lisapotterdixon

 @thetittygritty

the-c-list.com



Model

Entrepreneur Jen Cronje is one of the stars of The C List's campaign. Jen was first diagnosed with breast cancer in 2010 at just 32-years-old. She had various treatments, including a mastectomy, 6 rounds of chemotherapy and 15 rounds of radiotherapy.

Her secondary breast cancer diagnosis was in 2018, a couple of weeks later she was told that the cancer had spread to her lungs, bones and now liver. Unfortunately her treatment plan has been altered because of the pandemic, her first line of treatment has stopped working, she is now on another chemotherapy drug and is praying that it will work.