



**Makeup artist Lisa Potter-Dixon and Cancer Campaigner Helen Addis launch The C-List on World Cancer Day, a new Online Beauty Portal for People Living with Cancer**

Having the cancer bomb dropped on you is devastating enough but when your skin, nails and hair start taking a blow during treatment, it can really take the elastic out of your knickers. Cancer patients are often advised by their medical team and beauty staff to “use baby products” as some beauty products are not safe for use if you are undergoing cancer treatment like chemotherapy. Well-meaning perhaps but also impractical. How many six week old babies have their moods elevated by a splash of lippy or nail varnish? With one in two of us getting a cancer diagnosis in our lifetime, it is clear that something has to change.

This is why The-C-List has been created – with the sole mission to make the cancer journey a little less, well, sh\*\*ty. First of its kind, this passion project is driven by makeup artist Lisa Potter-Dixon and cancer campaigner Helen Addis. Not only is it an online beauty shop packed with cancer-kinder products from trusted brands, it’s also a growing community site with video tutorials and blog posts. The content promises to cover things like how to fill in your eyebrows, tips on how to tell your children or how to rehydrate your skin during treatment.

**“It’s like Goop but for those affected by cancer.”**

TV Producer and mum of three, Helen, was 39 when diagnosed with an aggressive breast cancer. She found it difficult to figure out which products were gentle enough to use for her aggravated skin. “I felt really lonely trying to navigate my way through trying to make myself feel good. Finding cancer-kind products was virtually impossible.”

Joining forces, Helen and Lisa approached trusted brands to curate the best products that are suitable for sensitive skin AND give results. The pair have also spoken to fellow cancer patients for tips to look and feel good. The C-List sees itself as more than a shop. It’s a club to offer support to cancer patients when they need it most - a support system to deal with the C-card that has been dealt.

100% of net profits from the affiliate fees earned through these sales will go towards gifting a much-deserving C-Lister with a beauty hamper or a spa treatment each month.

Take a look for yourself [www.the-c-list.com](http://www.the-c-list.com)

So that's us. The C List.

X

**ENDS**

**Creative team for campaign shoot:**

Photography: [Claire Harrison](#)

Make-up: Lisa Potter Dixon

Hair: [Alex Price](#)

Flower Design: [Hazel Gardiner](#)

Flowers supplied by [Auction Direct](#)

## **Editors Notes**

World Cancer Day is 4th February 2021.

Image pack available for [download here](#).

### **Enquiries:**

Lisa Potter Dixon and Helen Addis are available for interview immediately. We also have access to quotes from Dermatologists, Oncologist's, Cancer sufferers and survivors. To arrange an interview or for additional information please contact

 [info@the-c-list.com](mailto:info@the-c-list.com)

### **About Lisa Potter-Dixon:**

*Lisa Potter-Dixon is a leading Makeup artist, beauty industry expert, 3 time best selling author and co-host of the 5 Faves of the Week podcast.*

*Lisa has been a regular on the London Fashion Week scene for over 15 years working with some of the world's best designers, magazines and models. Off the catwalk, Lisa is a known face on TV, making regular appearances as a beauty expert on ITV's Lorraine.*

*An influencer online as well as in the industry, known to her 84,000 Instagram followers for her beauty knowledge, brand collaborations, fashion inspo and advice on home decor. Lisa raised over £65,000 in 2020 for initiatives such as Beauty Backed, Feed the NHS and BLM.*

 [@LisaPotterDixon](https://www.instagram.com/LisaPotterDixon)

### **About Helen Addis:**

*Helen is Features Editor of the ITV Lorraine show and has enjoyed almost 20 years in the television industry covering everything from the US elections to the latest fashion and beauty trends. The mum of 3 created a national breast cancer awareness campaign with Lorraine called 'Change And Check' whilst fighting her own aggressive diagnosis. The simple reminder sticker initiative which goes on shop/gym changing room mirrors has been supported by the likes of John Lewis, Asda, David Lloyd and Monsoon (to name a few). The lifesaving campaign has been discussed in Parliament, adopted by the police force nationwide and the Royal Mail even put it on their post marks during Breast Cancer Awareness month. Since launch in 2019, 46 women have said that 'Change and Check' saved their lives. Now through treatment, Helen spends her spare time raising awareness and offering support to fellow cancer thrivers via her instagram @TheTittyGritty and is thrilled to be launching passion project The C List which she knows will help the cancer community hugely.*

 [@TheTittyGritty](https://www.instagram.com/TheTittyGritty)