

## MenaCal.7's 'Woman to the bone' campaign highlights osteoporosis

To mark World Osteoporosis Day on 20 October, South African calcium supplement MenaCal.7 released its 'Woman to the bone' campaign. The campaign - which features leading South African women Leanne Manas, Amy Kleinhans-Curd and Refiloe Seseane - aims to raise awareness of osteoporosis as well as the role South African women play in building a strong nation.

While it takes a stance on the contribution of South African women in society, it also tackles the irony that women's bones are more susceptible to calcium deficiency due to factors such as pregnancy and menopause - which lead to bone weakness.

The campaign makes use of 3D exposure imagery. So to the naked eye, you see a portrait of the ambassadors - but when using the glasses in the print campaign you see their skeleton.





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