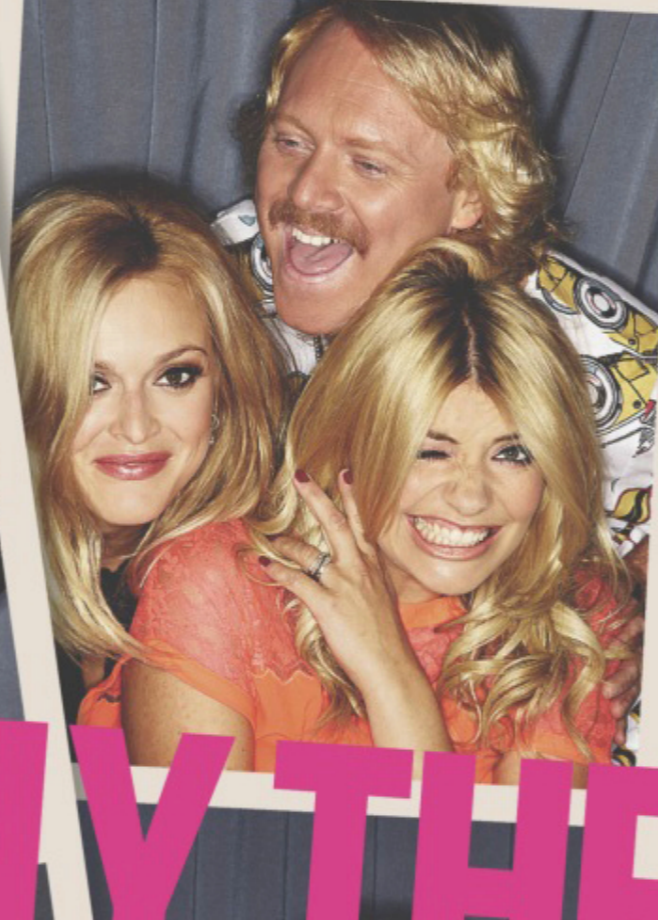


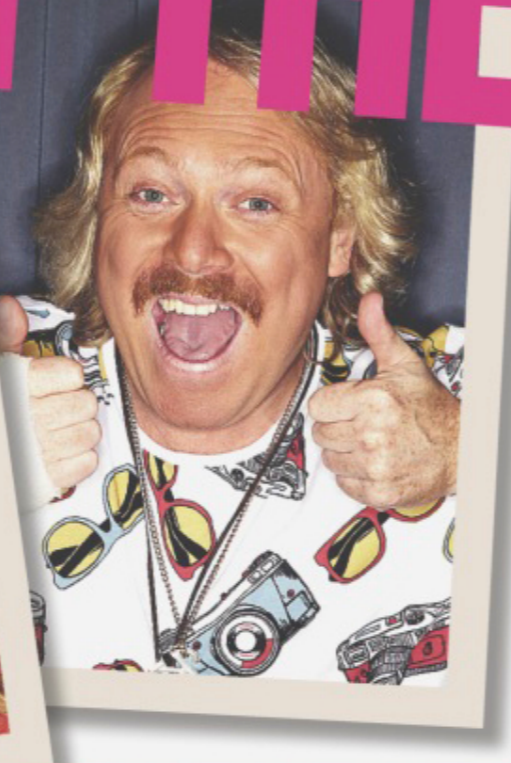
TV MAGAZINE

FREE EVERY SATURDAY IN **Sun** 6-12 OCTOBER 2012



WE SQUEEZE THE TRUTH OUT OF CELEBRITY JUICE'S HOLLY, FEARNE AND KEITH

SIMPLY THE ZEST



THE X FACTOR: SECRETS OF THE LIVE SHOWS ♦ MERLIN: BEHIND THE SCENES AT CAMELOT

"PRINCE HARRY SHOULD DO JUICE"

Celebrity Juice is the most outrageous panel show on TV but, according to its stars Keith Lemon, Holly Willoughby and Fearne Cotton, you ain't seen *nothing* yet

You would have thought that after eight series of *Celebrity Juice*, there was nothing left that Keith Lemon could do to surprise Holly Willoughby (aka Holly Willoughbooby) and Fearne Cotton. The show's team captains have had to deal with every kind of indignity, from Keith trying – in vain – to weigh Holly's chest, to the mustachioed host sucking Fearne's toes. But it was a moment of genuine sweetness at the start of filming this series that actually poleaxed the pair.

When Keith (the alter ego of comedian Leigh Francis) asked pregnant Fearne if he could say a few words to her unborn child, she braced herself for the sort of mind-boggling obscenity that is Keith's stock in trade. Instead he softly wished her bump to "grow up all nice and healthy and be as beautiful as your mum".

"I could have actually cried," says the presenter and Radio 1 DJ, 31. Holly agrees. "I wasn't even pregnant and I welled up," she says. "Everyone nearly started crying," adds Keith. "I thought I was man enough to say something nice, but I wasn't because I got all wobbly voiced."

"I knew everyone thought I was going to attack her, but every time people think I'm going to do something I like to go the other way. Also, I didn't know how emotionally stable she was at that point and where the line was with her being pregnant."

"Thankfully we're back to the normal level of abuse now," laughs Fearne, who is expecting her first child with her musician boyfriend – and son of *The Rolling Stones*' Ronnie – Jesse Wood, 35, next year. "I'm

more comfortable with it that way. I don't like it when he's nice to me – it's too weird!"

Talking of weird, there is one thing we should really address: the fact that although he's sitting here for our cover shoot, Keith Lemon is merely a figment of 39-year-old Leigh's fevered imagination.

"It's quite incredible how he does it," says Fearne, before Leigh appears as Keith. "Whenever we're filming or doing anything to do with *Juice* he's Keith. He's a method actor. He doesn't slip out of character once."

"I PRETEND TO HATE FEARNE, BUT REALLY I LOVE HER" KEITH

"He's even Keith on the phone," says Holly. "I've called Leigh when he's being Keith to talk about something non-work related and he has to call me back. I'm like: 'Nobody can hear us!' but he won't stop. When he's Keith, he's Keith."

Whoever he's being, what's clear is that it's the friendship between the cheeky comedian and Holly and Fearne that is at the heart of *Celebrity Juice*'s success.

The three of them often hang out together when they're not filming and on the day of our shoot, they're gossiping about Dermot O'Leary's wedding (where *The X Factor* host Caroline Flack formed a human pyramid with fellow guests, and Keith stabbed Holly's foot with his Louboutin heel), which they'd been to the weekend before.

"*Juice* is not a vindictive programme at all," says Keith. "I know on telly I project that I hate Fearne, but I don't really. I love her. I love them both."

The show has a reputation for pushing the boundaries of what can be said and done on TV to the limit – do the hosts think they've got ruder?

"I don't know if I've got ruder," says Holly, 31, before gleefully cracking a joke about Uranus with that butter-wouldn't-melt smile of hers.

"I have!" interjects Fearne. "It's liberating. We all do radio or TV shows where there are so many boundaries and restrictions, so it's lovely to work on *Juice* and not give a toss about what you're saying or doing – because Keith will always do something worse. Although I do have to remember that when I go into Radio 1 after filming *Juice* the night before, I have to go back into BBC mode and press the 'mute swear words' button, big time."

"I have this reputation for having a potty mouth," says Keith. "But the only swear word I said in the first three series was 'F****' – when Fearne was hanging on and I said to her: 'Do you know what that F stands for on the front of your desk, Fearne? F****' shut up! But then we must have done a rude episode that got big ratings so now the producers hold a whip over me shouting: 'Be rude!' and the ruder it gets the bigger ratings we get, which just goes to show what an ITV2 audience are really like. They're dirty buggers."

NOT IN FRONT OF THE PARENTS

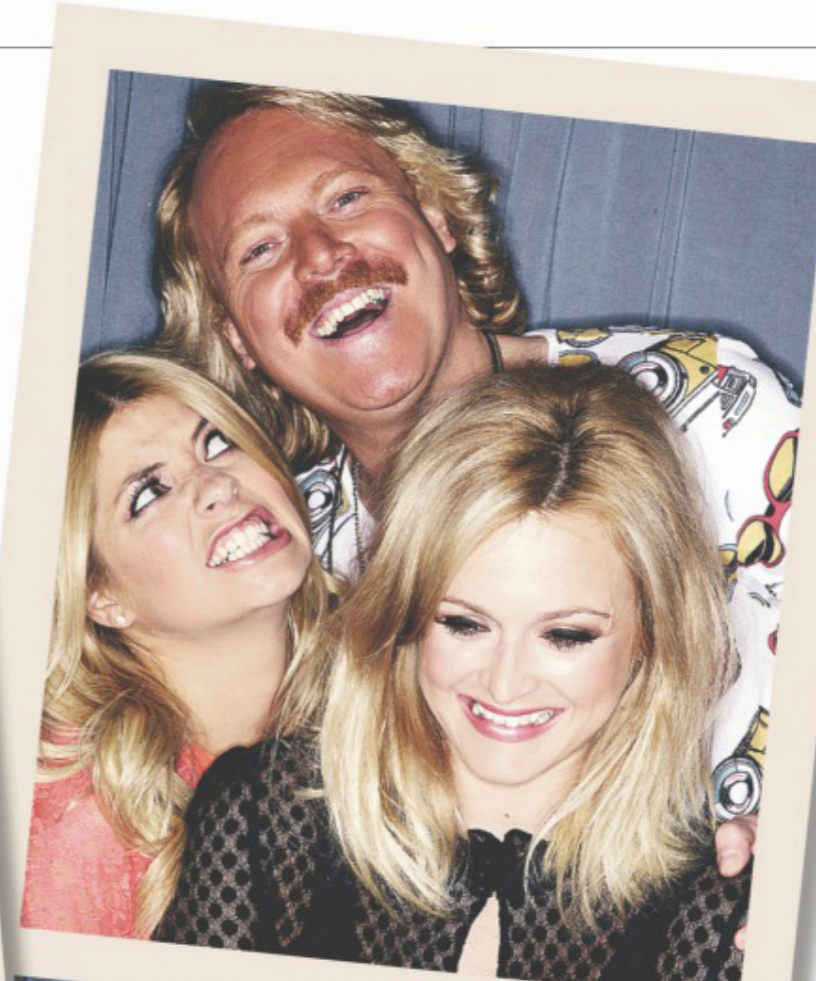
When the first series began in 2008, it drew an audience of 360,000. Now, it regularly attracts two million and has become ITV2's flag-bearing show, beating *Sherlock* to win the BAFTA Audience Award earlier this year. But despite its success, Holly admits that *Celebrity Juice*'s rudeness is something she hasn't quite come to terms with – particularly when in the presence of her parents.

"I felt so weird the time we did the show when my mum was in the audience," says Holly, who has two children, Harry, three, and 18-month-old Belle with her *Celebrity Juice* producer husband Dan Baldwin, 36. "Quite often she comes to stay when the show goes out on Thursday nights, but it's like those years when you used to live at home and you'd be watching telly with your parents when a sex scene came on."

"I used to have to distract them with a cup of tea. Now I go off to my room and watch *Juice* there while Mum watches it in a different room. She's fine about it though. It's me who worries, which is ridiculous!"

If it makes Holly anxious, spare a thought for the celebrity guests who have offered

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COVER STORY

themselves up for God-knows-what at the hands of Keith. This series he's already copped a feel of *Celebrity Big Brother* runner-up Coleen Nolan, nicked Olympic long-jump hero Greg Rutherford's gold medal, and snogged comedian Jason Manford. So who slipped more of the tongue, Keith – you or Jason?

"Jason went a bit further than I thought he would but I didn't feel tongue," says Keith. "I saw tongue," adds Fearne, "and it really freaked me out."

As for fondling Coleen's breasts, all three agree that was uncharted territory. "I don't think we've done anything like that before," says Keith. "They were massive as well. I wasn't turned on – it was a scientific experiment. But the right one was bigger."

"I couldn't believe Coleen let you do that," says Holly, who used to work with the Nolans star on *This Morning*. "I don't know how Keith gets away with it. I said: 'Just because you're on telly doesn't mean you can grope women's boobs.' That's not a perk of the job – it's not right. It amazes me how many women say: 'Yeah, that's fine.' There is no way he is touching mine."

"Or mine," says Fearne. "No way, Jose."

JUICE ON THE LOOSE

And it's not just the show's guest stars who are up for anything, the majority of *Celebrity Juice*'s legion of fans seem more than happy to let Keith do what he likes with them.

"I've snogged loads of fans," says Keith, which prompts a filthy laugh from Fearne. "Proper snogs. But then I worry I'm gonna get cold sores."

The downside to this is that those fans think the same rules apply with Fearne and Holly. "It's fine when Keith is saying things to us, but when you're walking down the High Street and someone shouts: 'Oi, Willoughbooby, I'll smash your back doors in!', it's weird," admits Holly. "I get people shouting 'Nostrils!' at me every bloody day," says Fearne.

"I do completely answer to Willoughbooby now like it's my real name," laughs Holly. So, are there any celebrities left on the *Juice* wish list? A royal perhaps? All three answer as one: "Prince Harry."

"Harry has got to be the most suited," says Holly. "Apparently he's a fan of the show," adds Keith. "I've met the Princes a few times," says Fearne, who is one of the few broadcasters to interview both Prince William and Prince Harry for TV. "But I've not seen Harry for a couple of years. If I see him I'll definitely ask. I really don't think Kate and Wills would be down with it though."

We can hear the alarms going off at Buckingham Palace from here.

WATCH IT! *Celebrity Juice* Thurs 10pm ITV2

FRESHLY SQUEEZED KEITH'S LATEST STUNTS...



1 FEARNE COTTON HER TOES WERE SUCKED BY KEITH



2 JASON MANFORD LOCKED LIPS WITH MR LEMON



3 COLEEN NOLAN LET KEITH COP A FEEL OF HER BREASTS



4 MO FARAH GAVE KEITH A RUN FOR HIS MONEY



Fearne with her partner Jesse Holly and husband Dan