

INTIMATE IMAGE®

A WOMAN'S SPECIALTY SHOP

Announcing Additional Location - Santa Monica
Intimate Image
2907 ½ Santa Monica Boulevard
Santa Monica, CA 90404
(310) 582-1960 phone (310) 582-1972 fax

KEEPING ABREAST...

2009 Fall/Winter Issue

Important Information for patients, physicians, and other healthcare professionals

Intimate Image is a “Woman’s Specialty Boutique” dedicated to special health and wellness needs. We are committed to providing professional breast prosthesis fittings by Board Certified Mastectomy Fitters as well as expert bra fittings. Intimate Image offers a wide variety of wigs and head coverings for women undergoing hair loss due to chemotherapy. A licensed cosmetologist adjusts the wig for each individual’s needs. We assist with insurance concerns and work within each woman’s budget as needed. Our goal at Intimate Image is to ensure that our customers leave our store feeling confident, secure and comfortable. Please call for an appointment or stop in for a nice cup of tea!

We have a large inventory of bras, pocketed bras, post-surgical bras and camisoles, along with prosthesis, equalizers and enhancements, mastectomy swimwear, wigs and hair pieces, hats, scarves, Lymphedema sleeves and a variety of compression garments.

Come in for a cup of tea and get to know us.....



Beth Higgins, CFm:

The founder of Intimate Image in 1997 is certified by both the BOC and ABC certification programs as a mastectomy fitter for both bras and prosthetics. She also is a certified orthotics fitter for compression garments. Beth started this boutique because of her experience, as well as the service she felt was missing for women. With over 28 years experience Beth has been able to create a private and caring atmosphere for women and men. She has seen what works and doesn’t work, taking the guess work out and opening up their eyes to all the different options and products that are available.



Linda Hirsh, CFm:

Formerly of “Me Again” in Santa Monica, CA, is pleased to announce her association with Intimate Image, a Woman’s Specialty Boutique. Owner Beth Higgins and Linda Hirsh combine 30+ years of experience in fitting women with breast prosthesis and bras. Linda has been serving women with breast cancer for the past 18 years, and is an experienced Board Certified Mastectomy Fitter who is sensitive to the issues women care about. Linda is active in the community, a founding member of The Los Angeles Breast Cancer Alliance, a non-profit grassroots organization, dedicated to eradicating breast cancer. Linda is a Project Lead Graduate and a Team Leader for the National Breast Cancer Coalition as well as a volunteer for the American Cancer’s “Look Good, Feel Better” program.



► www.cancerandcareers.org

Great website for women with cancer and having a career. Good support advice, great information, free



Tracy Jones, CFM:

Tracy came to Intimate Image as a “customer/patient”. She is a breast cancer survivor of just over 4 years. Amazingly enough, through all the “bad/unexpected things” that happened, she has found her niche. She has walked the walk and loves interacting with people and helping them find themselves again. She knows what it is to fear and then become fearless. Cancer is so limited and does not define the person and it definitely does not conquer the spirit. Tracy recently became Board Certified by the ABC Board For Certification as a Certified Fitter – Mastectomy products.



Maureen Fitzgerald:

Maureen joined Intimate Image in April, 2009. She is formerly the owner of M. Fitz the Occasion, a business created to provide wigs to women experiencing hair loss due to chemotherapy or alopecia. Maureen is a licensed cosmetologist who specializes in customizing wigs to fit the needs of her customers, as well as having a keen knack of choosing hair alternatives, scarves, hats and accessories. Since joining Intimate Image, Maureen has completed her fitter training course and is at our new Santa Monica location.



Terrye Munday:

Comes to us with an extensive background in custom wig fitting and styling. She enjoys her work and all aspects of helping women to look and feel better about themselves. Her passion is catering to those who are losing their hair or suffer from alopecia. Her goal is to make the wig look as if you grew it and she says her reward is seeing you smile. Terrye is currently scheduled to expand her abilities and attend a mastectomy fitting training class.



Megan Roquemore:

Megan is our office person extraordinaire!!! With the new insurance guidelines and accreditation procedures, paperwork is expanding and Intimate Image really needed a dedicated office person. Megan is currently in college, is computer literate and extremely helpful. She handles the majority of the medical billing along with accounts receivable and payables.



Maria Arteaga:

Maria is our Alterations/Seamstress expert. She works once a week sewing pockets into bras and swimsuits. Any particular sewing job needed to help fit the product to the customer is her specialty.

**Medical Information and Online Services...
It's Your Choice!**

Are you aware of online services that seem to have a unique vision for the future of patients and their medical records? Each of these services offer ways to access and store your medical records and even test results online. You can choose the online option that best meets your needs: always accessible and absolutely secure.

► **Google.com/health**

If you are currently storing your information in a paper file and want to move it online, Google Health™ may be a good choice for you. It's an easy way to store, organize and access your medical records from laboratories, doctors, hospitals, and pharmacies. Your information is easily accessible at any time and can be shared with family members, doctors or caregivers, if you choose.

► **Healthvault.com**

If you want to store your health information online, consider Microsoft® Health Vault. This program allows you to organize and access your health information from a variety of sources – laboratories, doctors, hospitals, employers, pharmacies, insurance providers and health devices. You can then take advantage of many applications and devices that work with Health Vault to manage health online for you and your family.

► www.cancerboutique.com

► www.intimateimage.com



Visit our \$10 sale rack of discontinued bra styles. Hurry and take advantage of this sale, as quantity is limited!

These bras can be purchased outright and may not be applied to any medical claims billing.

REMEMBER:

MOST INSURANCE COMPANIES WILL PROVIDE YOU WITH PROSTHESIS EVERY TWO YEARS, AND SURGICAL BRAS EVERY YEAR. PLEASE GET A PRESCRIPTION FROM YOUR DOCTOR. IF YOU HAVE AN HMO PLAN, YOU NEED A REFERRAL FROM YOUR PRIMARY DOCTOR IN ORDER TO OBTAIN AN AUTHORIZATION.

PLEASE CALL TO SCHEDULE AN APPOINTMENT IN ORDER THAT WE MAY ASSIST YOU PROPERLY.



NEW

- *The Amcena Balance Fit Kit is a resource tool Intimate Image is utilizing to determine the best product and fit for patients with lumpectomy surgeries. Once we fit the patient, we can order the correct size while taking the guess work out of what should work offering the perfect symmetry.*
- *A brand new Post-Operative Leisure Bra by Amcena (A2160) is a front closure soft cup bra with two drain pouches, two fiberfill forms and toggle straps allowing for easy access during medical procedures and treatments. This product is made with Vitamin E and is Aloe encapsulated while being infused directly into the fabric. Vitamin E and Aloe nourishes the skin to aide in healing and comfort.*
- *Another new Post-Operative garment that benefits recovery from either lumpectomy/mastectomy, reconstruction and/or augmentation is the new Amcena Zip-Front Camisole (A2860). Both the A2160 and the A2860 provide ease in dressing and undressing while recovering range of motion.*
- *Amcena also has a new compression vest (A2863). This is available for patients immediately after mastectomy, lumpectomy, reconstruction, augmentation, reduction and any procedures requiring light compression (i.e. lymphedema). The vest features a front closure as well as a light compression garment made with a brushed, plush-feeling fabric that wicks moisture away from the body and dissipates body heat. The wide bottom band is ribbed to reduce rolling. The zip-front allows for ease in dressing the patient and the hook and eye interior placket offers even more security. Velcro cushion straps have adaptable positioning for ease in dressing the patient and/or accessing port.*
- *Molded, Seamless bras are the latest in fashion and seem to be what women desire these days. They come in both soft cup and underwire. With tee-shirts and tight, form fitting clothes, the molded seamless bras are perfect. We have several styles and size ranges to fit most any one.*
- *Intimate Image specializes in bra fittings for all women. We have substantial inventory of bras in plus sizes for hard to fit women. We also have simple lightweight bralettes for small breasted women and for teenagers.*
- *Just in!!!! An array of new Hats and Scarves. They will be just perfect for the fall and winter seasons.*

Interested in Mineral Makeup? Ask the expert KAM HOLLAND..... Why be nice to our skin? Like any vital organ in our body, your skin is an organ. It is the biggest organ in your body, but did you know that it's the easiest to care for?

Your skin is constantly protecting you. When you take care of your skin, you're helping it do its job. Taking care of your skin today will help prevent future problems, including wrinkles and skin cancer, and product selection is the most important step you can take.

You can customize your skin care using anti-aging products with sun protection with incredible results. Experts recommend non-comedogenic brands that will not clog the pores, leaving your skin feeling fresh and clean, followed by protecting your skin with sunscreen and minerals packed full of vitamins and nutrients.

I'm a cancer survivor myself and I know the importance of protection and prevention.

Curious about Organic Hair Color? Ask the expert ROSIE ROST..... Why use hair products that are not good for you? Conventional hair products contain petroleum-based polymers, silicones, synthetic chemicals and colorants



awareness

that can cause scalp irritation, dandruff or even hair loss. Organic hair care products are only made with natural plant ingredients that nourish, balance and moisturize hair without harming your scalp or damaging the environment.

Does Your Wig Have the Blues?

After several months of wear, your wig may begin to lose its shine and develop frizzy ends. This is caused by infrequent washing and by not rinsing well to remove all traces of soil build-up and shampoo.

Keep in mind the following guidelines to help keep your wig in tip-top condition:

1. Wigs should be brushed gently and only when completely dry
2. Wigs need to be washed once after every 10 days of wearing them
3. Avoid high direct heat from blow dryers, ovens, barbeques, patio heaters, or forced air fireplaces.
4. Professional re-conditioning of your wig is available for just \$25.

Call to schedule a cleaning and styling.

filter bacteria and waste and store white blood cells. To stay healthy, lymph must keep moving. When lymph nodes are damaged or removed for instance, as during breast cancer surgery or radiation, scar tissue develops and fluid and inflammation sets in. If not drained, the protein filled fluid promotes the risk for infection and more swelling.

Lymphedema can occur anytime after treatment – even many years later. For women affected by breast cancer, it usually develops in the tissues under the skin of your hand, arm, breast or torso, on the same side as the cancer. As the area swells, it can cause pain, reduction in movement, serious infections, emotional upset and reduced quality of life. With early and proper detection, even if swelling disappears, lymphedema is a chronic condition and remains a health concern of the rest of your life. Despite such challenges, many women successfully manage lymphedema and move forward with their lives. [reprinted from LBBC.ORG Lymphedema Guide Book]

Who gets Lymphedema?

How Breast Cancer Treatment Can Lead to Lymphedema.

Developing lymphedema is not your fault. We do not know why one woman gets lymphedema after breast cancer treatment while another, who has the same treatment, does not. If you have concerns about your risk, discuss them with your healthcare team. Researchers believe that lymphedema is largely unrecognized and under diagnosed.

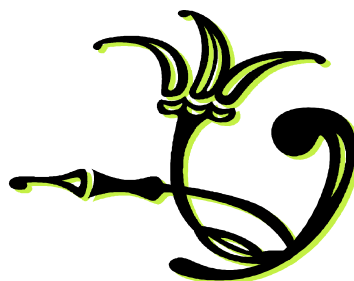
People who develop lymphedema tend to share certain traits, although having those traits does not mean you will get lymphedema. Lymphedema is linked to: having radiation therapy; an infection on the side of your body that had surgery; overuse or trauma to the hand or arm on that side; younger age at diagnosis; high blood pressure; having more than ten nodes removed; having multiple lymph nodes with cancer; and being overweight or obese. Weight gained after breast cancer treatment seems to contribute more to developing lymphedema than does being overweight beforehand.

Your lymphatic system lies just under your skin, above your muscles. This system has tiny vessels that carry nutrient-rich lymph (fluid) through a web of nodes; small, round masses that

INTIMATE IMAGE THANKS YOU FOR GIVING US THE OPPORTUNITY TO SERVE YOU. WE APPRECIATE YOUR BUSINESS AND THE CONFIDENCE YOU HAVE PLACED IN US.

AS A BONUS, STOP IN TO ANY LOCATION AND RECEIVE A COMPLEMENTARY GIFT FROM US [WHILE SUPPLY LASTS]! SIMPLY MENTION

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