

A Survivor Story



JANET PARCELL
Lima, OH

For Janet Parcell of Lima, serving others is a way of life. Although she retired from the restaurant industry after 20 years, Janet still cleans houses, has an active clowning ministry, stays busy with yard work and enjoys time with her husband, "Tiny." And did we mention her grandchildren? Janet has nine, and dotes on every single one.

"I'm pretty active with my grandchildren," she said. "And I enjoy – I love – yard work and flowers. Give me the lawn mower and the weed eater and let me go!"

In fact, the one person Janet neglected was herself. She had no family history of breast cancer, and never took the time to get a mammogram. Not until she started having extreme tenderness in her breast that wouldn't go away. A mammogram caught Janet's breast cancer before it became invasive, and she had a mastectomy.

That was 13 years ago, and she's been cancer-free ever since.

After her surgery, Janet began adjusting to life with a standard breast form that fit into a surgical bra.

"I remember one day at work, it was sliding out of my bra while I was taking an order," she explained. "I was just praying, 'Lord, please don't let it fall on the table.'"

Thanks to ContourMed, Janet doesn't have to worry anymore. ContourMed's custom breast prostheses are created with patented 3-D laser-scanning technology to fit each woman's chest wall exactly, eliminating the need for surgical mastectomy bras.

"I have more options now and I can choose from a wider selection of bras. I like that I'm not limited anymore."

Janet says her form is more natural in appearance and she likes the way it looks in her tops.

Given Janet's active lifestyle, prosthesis weight was a big issue. "I like the lighter weight. I can feel the difference."

With help from the sales team at The Ritz, Janet was able to specify her preferences for her ContourMed Advantage breast form to achieve the look and fit she needed.

"They were really good about doing that," she said.

"When the form itself came, it was good. They really did a good job."

For Janet, who is so used to serving everyone else, it's nice to have the tables turned.

"I have more options now and I can choose from a wider selection of bras," said Janet. "And I hate to say it, but the surgical bras aren't all that pretty. I like that I'm not limited anymore."

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ContourMed® context

Reflecting Nature To Meet Women's Needs®

SUMMER 2006
ISSUE 16

Shaping Hope for Women with Failed Breast Reconstruction and Lumpectomies

While most people know that ContourMed prosthetics can provide symmetry for mastectomy patients, more and more survivors are learning about how ContourMed can fill out the irregularities from surgeries such as lumpectomies or failed breast reconstruction.

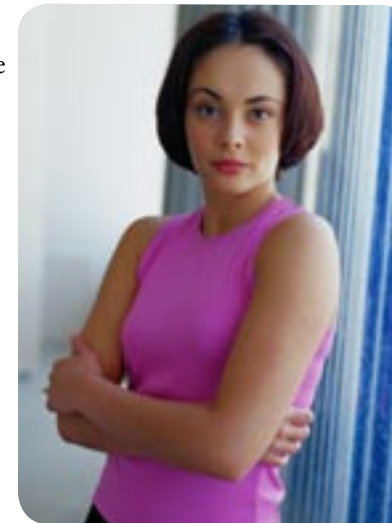
"The purpose of surgical and non-surgical reconstruction is to restore the breast to the most natural shape possible," explains Daniel Eaton, board certified ocularist with the University of Arkansas for Medical Science's Cancer Research Center. "However, reconstruction is a snapshot in time – surgery can not account for future changes in weight, the affects of age and gravity on breast tissue, or how cancer medications will influence the breast after reconstruction."

According to breastcancer.org, a nonprofit organization dedicated to providing information about breast cancer topics, some women who undergo breast-conserving surgeries such as lumpectomies encounter breast deformities after the surgery. Others who opt for breast reconstruction after mastectomy may have asymmetrical – or different size – breasts after the reconstruction, experience problems healing or, over the years, have a poorer cosmetic outcome than originally hoped.

"In fact, using laser technology, we can scan the breast and note the irregular areas. Using this as a guide, a breast form can be constructed to fill in these deviations and restore a more balanced look to the chest," said Mike Thurman, ContourMed vice president of manufacturing.

Because breast prostheses are lighter in weight, more durable and easier to use than in years past, non-surgical options are becoming more viable for women looking for alternatives to surgery and solutions for surgeries which left breasts misshapen.

Linda Major, a breast cancer survivor from Lebanon, TN, understands both sides of the issue. After having undergone a double mastectomy, Major "did not want to go from a 40D to nothing. I wanted to have a say in the size of my breasts, and I wanted to be normal after reconstruction."



Major's first reconstructive surgery was immediately following her bilateral mastectomy. After experiencing complications, Major underwent chemotherapy and radiation treatments, which also affected her recovery. The second reconstructive surgery failed after Major's saline implants became infected and had to be removed.

"The surgery left ugly bumps, scarring and unusually-sized breasts," Major explained. "But another surgeon convinced me to try reconstruction one more time. The new implant also became infected, so I had both implants removed."

After so many surgeries and extensive healing, Major's existing breast tissue was left misshapen and scarred, and one breast was positioned lower than the other. Major was fitted with partial prostheses from ContourMed that conform to her existing breast tissue.

"My prostheses are the best option I have seen," Major says. "They were made to fit the lumpy tissue that was remaining after all the surgeries. Each side is formed differently on the side next to the skin, but they look the same once they are in place."

Major urges women who are facing breast cancer and reconstruction options to become as educated as possible about what is available to them. "I made my decision without being as well-informed as I should have been," Major says. "I was not thinking clearly knowing I had breast cancer, and I had to make my decisions quickly and in a less than stable frame of mind."

ContourMed to Present at International Medical Expo

ContourMed President Mimi San Pedro has been selected to present at the FIME International Medical Expo in Miami Beach, FL. FIME is one of the nation's medical technology exhibitions, with over 500 exhibitors and 10,000 attendees from 36 countries around the world.

If you're planning to attend the conference, don't miss San Pedro's presentation, "New Technologies for External Breast Prostheses" on August 16 at 9:00 a.m.

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PRISM Awards

ContourMed recently won two PRISM awards for excellence in public relations from the Arkansas Chapter of the Public Relations Society of America. Over the past five years, ContourMed has won nine PRISM Awards and a Silver Anvil Award of Excellence from the national PRSA organization.

Promoting Your Scanning Event Retailers See Rewards from ContourMed PR

While nothing can replace marketing your scanning events through direct mail, personal contacts and targeted print advertising, ContourMed's public relations program is a great way to help get exposure for your scanning event. Best of all, it's a free service that ContourMed provides to retail partners. Over the past five years, ContourMed retailers have been covered in several hundred news stories throughout the US, resulting in priceless non-paid advertising for their stores.

ContourMed has created several tools to help us in securing media coverage for your scanning events, including news releases, media advisories and suggested television scripts. We also have news-quality footage of the ContourMed scanning technology available for television stations that are interested in covering the local medical health story.

While there are never any guarantees that the news media will cover your event, there are two key things that you can do to help increase your chances of getting coverage:

1. Provide your ContourMed representative with as much information as possible about the local news media. In addition to providing newspapers and television stations to target, let us know if a reporter has covered breast cancer or has a regular "Buddy Check" segment.

2. Survivors are key. No one can tell the story better than one of the breast cancer survivors you serve. And the local news media prefer getting a first-hand account from a breast cancer survivor who has experienced the laser scanning and fitting process. Work with your ContourMed representative to locate potential survivors who might be willing to share their story.

"ContourMed was able to arrange for the NBC news affiliate to come to our store to interview a survivor, showcase the ContourMed technology and talk about our store offering this for women in the area," said Ann Lodwick of Springhill Medical in Mobile, AL. "The story lasted several minutes and you can still view it on the WPMI-NBC website."



Kim Harris was hired as a ContourMed lab technician.



John Fuller joined the ContourMed manufacturing team as a lab technician.

RETAILER SPOTLIGHT



SONDRA AMBRISTER
The Ritz • Lima, OH

The Ritz has been serving Northwest Ohio for 58 years. The store has had four different owners over that time. The current owners, Bob and Jonalee Schmidt, have owned The Ritz for 10 years.

Bob and Jonalee owned two other businesses before they purchased The Ritz, including a hair replacement center dealing with cancer patients who had lost their hair. The previous owner of The Ritz approached the Schmidts about buying the store because she thought it would be a good match. After much research and thought, they decided to try it. About five years ago, Bob and Jonalee's daughter, Sondra Ambrister, joined the family business.

"I had already received my bachelor's degree, got married, started a family and was a stay-at-home mom. When my children started in school, I started working for my parents doing marketing for The Ritz," said Sondra. "I soon took over as manager for the store."

Sondra says the store's motto is "Breast Care for EVERY Woman." The store carries products for women dealing with breast surgery of all types, bridal and formal undergarments, nursing bras and regular bras in a large range of sizes. "Pretty much anything having to do with breasts," Sondra added.

About two years ago, Sondra and her mother found out about ContourMed at an Essentially Women conference. "We stopped by the ContourMed booth and talked to Mimi San Pedro during the trade show and that was the beginning," said Sondra.

"ContourMed has given our current customer base new, high-tech options and through marketing and PR with ContourMed, we've gained new customers," said Sondra. "Bottom line: Having ContourMed as a part of our services has increased our gross net which has helped our business grow."

"Our women that have been fit with ContourMed forms think they are absolutely wonderful and they are thrilled to have a custom breast prosthesis as an option," she added. "I truly love and consider it an honor to work with the incredible women I see every day."

ContourMed Celebrates 5th Anniversary

After a decade of research, ContourMed began commercially manufacturing its custom breast forms in July 2001. According to ContourMed President Mimi San Pedro, the company has increased its network of retail partners nationwide from four in 2001 to over 250 mastectomy product retailers in 42 states.

In 2006, ContourMed hired Vice President of Manufacturing Mike Thurman. Under his leadership, the company's average production time has decreased from 22 days in 2003 to six days for manufacturing its custom-fitted breast forms.

"I think the most important milestone for our company is that we have improved the quality of life for over 2,000 post-mastectomy patients throughout the US," said San Pedro. "We've accomplished a lot in the past five years. ContourMed will continue to grow as we work to meet the needs of post-mastectomy patients, streamline our manufacturing processes and continue to blaze a trail in custom breast prosthesis technology."

Newly Certified Fitters Congratulations to the following fitters who earned four BOC credit hours for completing ContourMed Fitting Training.

- Adriane Smutny**
USAVE Pharmacy - Grand Island, NE
- Sunday Kareis**
Wigs N' More - Latrobe, PA
- Connie Borrmann**
Hanger P&O - Milwaukee, WI
- Andrea Fernandez**
Comfort Care Medical - Catonsville, MD
- Dianna Maynard**
King's Daughters Home Medical - Ashland, KY
- Barbara Perkins**
King's Daughters Home Medical - Ashland, KY
- Donna Clark**
CH Martin - Macon, GA
- Paula Davis**
Deaconess Home Services - Evansville, IN
- Rose McColl**
Comfort Care Medical - Catonsville, MD
- Shalimar Jones**
Above the Heart - Boardman, OH
- Shari Messinger**
Resolutions - Huntington, WV
- Michelle Thomas-Stratton**
Resolutions2 - Huntington, WV
- Tina Case**
ContourMed Clinic - Little Rock, AR