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**Prescription for Beauty:
Oncology Alliance Hosts Special Programs to Help Women Cope with Hair Loss and Skin
Changes Caused by Cancer Treatment**

“Look Good... Feel Better” Celebrates 20th Year of Service to Women

MILWAUKEE, Wis. – For many women, hair loss is one of the most dreaded side effects common with some cancer treatments, but other changes caused by treatment such as skin and nail problems can also create new challenges to everyday life. To help women cope with these changes, Oncology Alliance will host two programs in August called “Look Good... Feel Better.”

Now in its 20th year, Look Good... Feel Better helps women find hope, courage and confidence when temporary, though devastating, hair and skin changes occur during what is already a challenging time in their lives. The program is free of charge to women undergoing cancer treatment (space is limited and registration is required. More information below).

“This program is just what the doctor ordered,” says Judy Cline, MSSW, a social worker with Oncology Alliance. “If only a snapshot could capture the before and after effects of this program. While the program focuses on cosmetic use and skin care, it’s what happens on the inside of these women that matters the most!”

Look Good... Feel Better is a non-medical, brand-neutral national public service program. Each free two-hour, hands-on workshop includes a 12-step skin care/make-up application lesson, demonstration of options for dealing with hair loss, and nail care techniques. Patients in various stages of treatment receive make-over tips and personal attention from professionals trained to meet their needs. They also use and take home complimentary cosmetic kits in their appropriate skin tones with helpful instruction booklets.

Look Good... Feel Better is a collaboration between the Personal Care Products Council Foundation, the American Cancer Society and the National Cosmetology Association, a national organization of more than 25,000 cosmetologists, wig experts, estheticians, makeup artists and nail technicians.

Oncology Alliance is the largest private practice of oncology and hematology specialists in the greater Milwaukee area. Oncology Alliance’s 19 physicians provide care to patients from 11 locations in Southeastern Wisconsin. They are supported by a multidisciplinary team of 260 employees, including oncology nurses who are specially trained in oncology and hematology care and numerous other clinical specialists. For more information about Oncology Alliance, go to www.oncologyalliance.com.



Look Good... Feel Better

Monday, August 3rd, 6:00 p.m. – 8:00 p.m.
Oncology Alliance
12075 N. Corporate Parkway
Suite 140
Mequon, WI 53092

Please contact Sarah at 262-243-2560 for registration information.

Monday, August 17th, 4:00 p.m. – 6:00 p.m.
Oncology Alliance at Aurora Medical Center
10400 75th Street
Kenosha, WI 53142-7884

Please contact Judy at 262-942-9644 for registration information.

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