



“ I love what I do. I meet the most amazing, strong and courageous women.”

EDITION 1

Anne Roche of Roches

## Welcome to our first newsletter

**Let me introduce Roches to those of you who don't know us.**

My family have been in the hair and beauty business in Dublin (Kimmage) for over 60 years, and we have specialised in wigs and hairpieces since the late 40's.

21 years ago my mother Maura was diagnosed with ovarian cancer. I was 21 at the time. She had advanced and aggressive ovarian cancer and underwent chemo, radium and surgery.

She became my Dad's client, as he fitted her wig. The great news is that Maura is very much alive and well today (see 'a words from Maura').

Because of my mother's experience, when she went back to work she found herself being pulled from the beauty salon to the wig room by my father to share her experience with his wig clients. She eventually closed the beauty salon, my father closed the hair salon and they joined

forces to work full-time in wigs. A dedicated wig and hair loss centre dealing specifically with people experiencing medical hair loss was born in 1986.



I worked in the salon from the time I could walk and even had my own special uniform made for me ! I wanted a change from the family

business so studied social science and worked in social research.

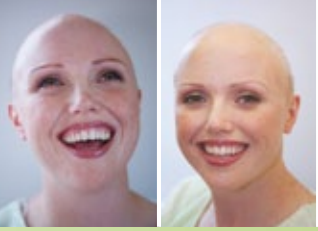
However the isolation of research, and the desire to do something creative soon brought me back to working with people and wigs.

My parents retired a few years ago and I now run the wig centre. I love what I do. I meet the most amazing, strong and courageous women. I love to use my expertise to send them out looking like themselves again and ready to take on whatever life is presenting them with.

I have a great team of qualified hairdressers and wig technicians who are very committed to making our clients look and feel better. Our wish is for our clients to leave Roches with increased self-image and self-esteem.

**Please contact us if we can be of any help to you or your patients.**

Anne



## A WORD FROM MAURA



### Welcome to Anne's first newsletter

She has made so many changes since Fergus and I retired, we wonder that we never thought of them ourselves! We are both well, thank God. It is now 22 years since I had cancer – so we have a lot to be thankful for. We go hill-walking almost every week, play bridge and have just returned from a study tour of Peru for our charity PAL (Partnership America Latina), which Anne kindly sponsors.

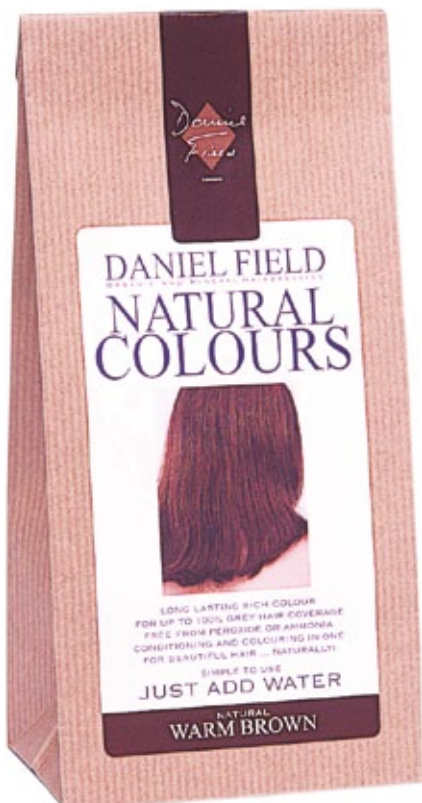
The best part of our lives now revolves around four small adorable grandchildren who keep us on our toes.

I hope to see a few familiar faces if I'm in your hospital with the Look Good Feel Better team.

*Maura*

Maura Roche  
Co-founder of Roches

## HAIR COLOUR (for Use During and Immediately After Treatment)



Many people find that their hair changes colour and texture dramatically both during and after chemotherapy. Lost hair frequently grows back as coarse, white tight curls initially. This poses a problem for the many ladies who like to colour their hair.

Roches uses Daniel Field Natural Hair Colour as it is the world's only permanent colourant which will colour grey hair successfully and does not contain ammonia and hydrogen peroxide.

Previously, Roches always advised patients to wait 6 months before using permanent hair colour, because ammonia and peroxide (traditionally needed to give colour permanence and lift) are too harsh on new hair.

The colour experts at Daniel Field have discovered a way to do this without harsh chemicals. It's not

the best colour you'll ever have, but it's the kindest for new hair and it will cover grey.

Many oncologists recommend this colour to their patients, including the oncology department at Parkside Clinic in London and cancer support groups such as Cancer Backup UK. As Daniel Field Natural Colours does not damage the hair, it is ideal for colouring fragile new growth.

Being a powder formula, it is free from many ingredients found in other colourants, including Paraben preservatives and Resorcinol in addition to Ammonia and Hydrogen Peroxide, the user is not exposed to these potentially hazardous substances.

**For more information contact Roches at [info@roches.ie](mailto:info@roches.ie) or 01 492 6829 or visit [www.danielfield.com](http://www.danielfield.com) for more product information.**



## BREAST CARE FITTING SERVICE

Roches is delighted to announce our expansion into the fitting and supply of breast prosthesis and accessories.

Our premises in Kimmage is expanding and work is in progress to transform our new space into a beautiful, intimate and private space for prosthesis clients following breast surgery.

### PART-TIME POSITION AVAILABLE

Roches has built its reputation for expertise, quality and empathy over several decades. It is very important to us to continue this as we expand

our business to include a breast care fitting service.

We therefore need an excellent experienced fitter who is interested in part-time and flexible hours.

If this suits you, or some-one you know, then please contact call Anne Roche directly on 087 2053464 for further information.

This position might suit a nurse with a family who wants to work around her children's schedules.

This is an exciting opportunity which includes setting up the service and training some of our existing staff as well as client fittings.



## Wig Fitting in ARC House (Eccles St and SCR) from September



### LOOK OUT FOR ROCHES AT THE FOLLOWING EVENTS IN SEPTEMBER:

- SEPT 18TH Women with breast cancer conference.
- SEPT 25TH Irish Association of Nurses in Oncology.

Roches is delighted to announce that we will be fitting wigs in both ARC house in Eccles Street and the South Circular Road this September. Every Friday, we will be bringing lock stock and barrel to Eccles St (and the same to SCR on a day to be confirmed).

If you are involved in patient education and can suggest the best day/s for patient fittings, please contact Anne Roche on 087 2053464. Patients from James, Mater, Beaumont and Bons Hospitals would all benefit from the ARC locations.

This is a very convenient development for patients as they will be able to avail of our full service within walking distance of James and the Mater hospital. Of course, patients from all hospitals are welcome to avail of the service. Simply call Arc to make an appointment.

More details will be provided on this service in September.



## LETTERS TO THE EDITOR

As this is our first ever newsletter, we welcome all feedback. If there are topics you would like us to cover that might be of interest to you or your patients, please let me know - [anne@roches.ie](mailto:anne@roches.ie)

USEFUL TIPS  
FROM  
ROCHES

## tips4U



### keep cool!

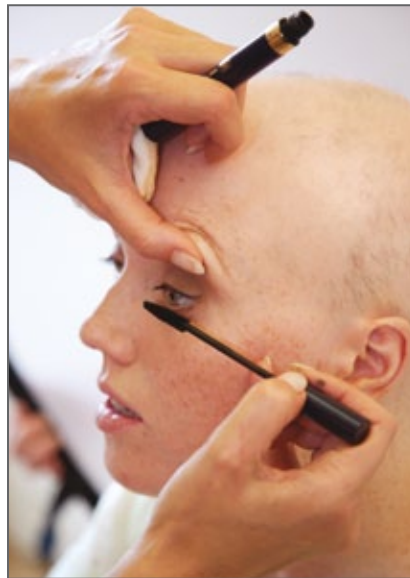
With Summer upon us, some clients say their wig is too uncomfortably hot! No need to suffer in the heat. There is a wide variety of headwear specially designed for people with hair loss which can be a welcome break from the wig and are cooler to wear.

Consider a fringe piece or get a hairpiece that that looks like a halo of hair and hangs beneath regular hats, bandanas or base ball caps. These are also cooler than wigs. We stock a wide range of hair pieces and hair accessories. So get up to date and get cool.

### flat?

If your head looks a bit flat when wearing headwear, a shoulder pad on the crown of the head underneath will give you a bit of height!

## Satisfied Customer



"My mum recently used Roches Hair Solutions (153 Lower Kimmage Road, Dublin 12, Co. Ireland, 01 492 6829).

They specialize in wigs for cancer patients and were so kind and sensitive as like your mum this was the hardest part of the whole ordeal for her.

They like to see you before you start losing your hair so they can match in terms of colour and thickness etc. My mum's wig is so like her own hair that most people think she never lost her hair. If you phone and tell them when the chemo is starting they will see her immediately. I cannot recommend them highly enough.

They have full info of what is covered by medical card or health insurance.

My mums treatment ends in a few weeks. I hope your mum gets on well and the end result is positive!"

We were delighted to see the following feedback on our service that was posted on an internet chat forum recently:

## Brochures - did you know?

Did you know that our brochures are available for instant download from our website? Visit:-

[www.roches.ie/Downloads/rochesbrochure.pdf](http://www.roches.ie/Downloads/rochesbrochure.pdf)

If you would like a personal hard copy sent to you or copies for display in your ward, please phone us today or contact us via e-mail.

We love to keep you up to date with all of our latest news, so do please let us know your e-mail address and we will add you to our mailing list.

