

ROCHES

winter 2010

EDITION 2



“it really is a wonderful space for women to come to to have their needs met around wigs, bras, etc. Any woman would be only too delighted to be looked after by you and your staff.”

Olywn Ryan, Irish Cancer Society

Welcome to Roches Winter Newsletter

Dear All,

The first thing you might notice is that we have slightly rebranded.

We have changed our name from Roches Hair Solutions to simply Roches - *promoting positive appearance*. After forty years of providing expert care and advice on hair loss and wigs, we have now also added breast care and prosthesis fitting as part of our overall service.

We had a tremendous response from clients and the medical community about our new Breast Care Centre. Our launch night took place on Thursday October 21st in our salon in Kimmage. It was a wonderful night with over 100 attendees, see the inside pages of this newsletter for more !

Thanks to all my great team, including our newest member Domenica Doyle, who is the Manager of the new Breast Care Centre.

To everyone's surprise, the wig-fitting salon seemed to be the most popular 'before and after' of the evening. We know all too well, that when people need a wig due to actual hairloss, it's not as much fun as trying on different hairstyles and colours just for fun. However I do hope that all of those who attended and either tried on wigs, or

watched their colleagues transform from blondes to brunettes, might now have a better understanding of the actual physical transformation we help clients go through.

More importantly, this physical transformation manifests in increased self-esteem and well-being, all essential in coping with illness and promoting wellness. We love being able to help your patients feel better so please keep sending them to us so we can continue to help them, not only for hair loss but also for breast care .

You are all very welcome to visit us when I or a member of my team would be delighted to show you around our new Breast Care Centre, and of course the wig fitting salon. Simply telephone 01 492 6829 to arrange a suitable time.

PS. Don't forget that our wig fitting service takes place each Wednesday in Arc House, SCR and Friday in Arc House, Eccles Street. Please phone 01 492 6829 to make an appointment.

By bringing our service closer to patients, we hope to make things a little easier.

Anne

CONFERENCES

"Supporting Women with Breast Cancer Conference", 18th September 2010

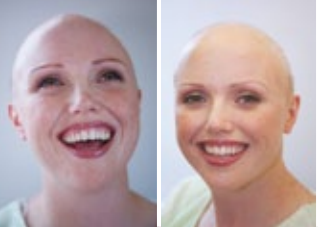
Anne Roche was delighted to once again exhibit and attend the annual "Women with Breast Cancer" Conference which took place at the Croke Park Conference Centre in Dublin on Saturday, 18th September 2010 last.

Irish Association for Nurses in Oncology Conference, 25th September 2010

The Irish Association for Nurses in Oncology is a non-profit organisation that promotes continuing nurse education and provides a forum for exchange of knowledge for members of the oncology nursing profession. Their annual conference was held on Saturday 25th September 2010 this year and Roches was pleased to exhibit at it in the Tullamore Court Hotel. The speakers and topics focused on "Evolving Cancer Care".

Well done to all who were involved in both conferences.

We were delighted to participate in both.



ROCHES PROMOTING POSITIVE APPEARANCE

Roches Opens New Breast Care Centre



To officially launch the opening of our new BreastCare Centre, we invited all of our medical friends who work with our clients in their treatment of cancer (and other hair loss conditions).

The theme for the night was "You look after people all year, let us look after you for a change". To this end, our team of wig-fitters, make-up artists, stylists and manicurists were on hand and boy, did they work hard for the night! There was a never-ending queue for each artist.

Great fun was had by all, and I think everyone was impressed with the new reception area and Breast Care Centre. It was also an opportunity for those who had not visited us before, to see the wig fitting salon.

Many thanks to everyone who attended and contributed to what was a lovely evening.

Above: (L-R) Maura, Anne and Fergus Roche. Roches started business in 1942. Fergus, a hairdresser and wigmaker fitted a wig for his wife Maura during her treatment for ovarian cancer in 1989.



Olwyn Ryan (Irish Cancer Society), Marie Loughney (Tallaght Cancer Support), Margaret Burne (Tallaght Cancer Support).



For more information, contact Roches at info@roches.ie or 01 492 6829



Roches Opens New Breast Care Centre



Brid Collins, Helen Doyle, Maragaret Mclaughlin, Maureen O'Toole (Bray Cancer Support)



Marie Comerford (Counsellor)



Patricia, (Roches wigfitter) and Elaine May (Mater Private)



Rhona Cullinan (make-up artist and author of Look Good Feel Good), Brenda Coll (Mater Private)

Below: Jane Joyce (St. James Hospital) with Deirdre Stanley, ICS Look Good Feel Better make-up artist.

Below: Audrey Fennell (BreastCheck Merrion) with a new wig look





Meet... Domenica, our new Breast Care Centre Manager



**Domenica Doyle
from Firhouse,
joined the
Roches team
this October
as manager of
Roches' new
Breast Care
Centre.**

Domenica, tell us a little bit about yourself?

"I'm a mother of six fabulous children, aged from 17-32, and all of whom still live in Ireland which is great.

In 2005 I got a letter from BreastCheck inviting me for a check-up. I was 52 at the time. After my appointment, I received a letter from them asking me to come back but not to worry as it doesn't mean anything is wrong. I went back alone as, like most people I thought 'I don't get these things!' I had another exam and was asked to go back the following week and this time, to bring a partner or friend with me. I knew then I was in trouble.

BreastCheck were excellent and I put myself in their capable hands.

I had my mastectomy on August 12th 2005 followed by chemotherapy and radiotherapy. I have just got the all-clear for another year so I am delighted.

One of the reasons I got involved with breast cancer groups is that the service has been very bad with regard to getting prosthetics and bras. The first time is usually fine as nurses do the first fitting. For the second fitting, people usually go online, or go somewhere where you are told rather than asked what you need.



Anytime I have bought online, I have had to return the bra as each brand's sizes are different so they never fit first time. When I went into a chemist or shop, I felt like I

was on the clock and that time was limited, as were their ranges. I was never asked how I felt or would I like to try a bigger or smaller size. They would tell me I looked fine although I knew I didn't.

Anne Roche thought I would be very suitable to run the Roches Breast Care Centre due to my personal experience. I have also been trained on the theory of breast care forms and also on the practical side of taking measurement (thanks to Niamh Devitt of TruLife and Caroline Davis of Amoena). Roches is committed to providing the best and widest range of breast forms, underwear and swimwear so as to give our clients the biggest choice available from a variety of brand names.

In Roches Breast Care Centre, people can take as long as they need, and can try on as many different breastforms, bras and swimwear as they like.

That's something I feel very strongly about. We do not operate a conveyor belt in here. It's all about choice. People have to try things on, feel and touch them. Weight is also a factor when trying on prosthesis.

That's where we are different - lots of choice in a relaxed environment, for as long as it takes to choose what you like."

Fitting service Monday – Saturday by appointment.

UCC Research Study on Chemotherapy Induced Hair Loss

Sinead Power is a PhD student and nurse-researcher in the School of Nursing and Midwifery, Brookfield Health Sciences Complex in University College Cork (UCC). She is also an experienced oncology nurse and has worked for many years caring for patients with cancer. She is particularly interested in hair loss caused by chemotherapy and its effect on patients and has previously carried out research in this area.

She is now undertaking a larger study where patients will complete a short questionnaire package in which they will be asked questions relating to how their hair loss has affected their social interactions / social functioning, emotional well being, body image and self-worth.

It is hoped that the findings of this study will help to highlight the issues encountered by patients who have experienced hair loss resulting from chemotherapy. If you would like to know more or indeed invite your patients to participate in this study, please contact Sinead on email : Sinead.Power@ucc.ie.

Roches has supported Sinead's research and continues to do so.

YOUR FEEDBACK

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 (email anne@roches.ie or call me on 087 2053464). Any other ideas you might have of how to improve our services to you and your clients are also very welcome.

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