

## A Survivor Story



**Ruthie Smith** - Marietta, Pennsylvania

In June of 1999, 46-year old Ruth Smith went to her doctor for her annual checkup. Her physician detected a lump in her left breast and ordered an ultrasound, which indicated that the mass did not appear cancerous. A few months later, she detected a change in the mass while doing a self-breast examination and contacted her family practice doctor to address the matter.

By the end of 1999, her breast began showing signs of serious problems, and Smith says she knew what she had to do. On March 1, 2000, she had a single mastectomy. Smith decided to have reconstructive surgery, so her doctors performed plastic surgery, giving her a saline im-

plant. One month later, the implant caused an infection and Smith had to undergo emergency surgery to have it removed.

Smith says she went to Johns Hopkins University in Baltimore to get DNA testing for the cancer gene and found that she was at risk. With this information, she made the tough decision to undergo a prophylactic mastectomy on her remaining breast.

Smith says after the infection and emergency surgery, she decided to look into external breast prostheses rather than go through risky reconstructive surgery again. She tried standard silicone forms, but found them to be too heavy and complicated.

York Health Boutique contacted her about a new lifelike, lightweight breast form from ContourMed that would fit her incision site and help restore her natural appearance.

She decided to be scanned and fitted with this new technology since she was unhappy with the prostheses she had tried in the past.

"They are truly wonderful and so much a part of my body," says Smith. "They are very easy to care for and comfortable."

Ruthie lives an active lifestyle and works out three times each week.

"These forms stay in place really well while I exercise," said Smith. "Unlike the other ones I've tried, I have had no problems whatsoever with these."

Ruthie says that she hopes she can communicate the importance of breast self-exams to women. "Early detection probably saved my life," she added.

# ContourMed® context

Reflecting Nature To Meet Women's Needs®

SUMMER 2005  
ISSUE XI

## ContourMed product lines fit customer's shape & lifestyle

When you combine the latest technology, innovative materials and active listening to breast cancer survivors, you get ContourMed. All three of the company's product lines were created with input from breast cancer survivors.



ContourMed Classic™, the company's original product design fits comfortably to the patient's chest wall with a breathable, stay-put backing. The ContourMed Classic is 60 percent lighter than traditional off-the-shelf silicone breast prosthetics.

The ContourMed Advantage™ utilizes the same features as the Classic, but with added security for

women with active lifestyles. Thanks to an adhesive disc and magnetic technology, the prosthesis attaches comfortably to the patient's chest wall.

The ContourMed Advantage uses nickel plated magnets and 3M hypoallergenic adhesive for safe, direct-to-skin contact.

Introduced in April 2005, the ContourMed Profile™ offers even more options for post-mastectomy patients. Created



with an innovative material that replicates human skin and emulates human breast tissue, the ContourMed Profile provides a tactile, realistic feel. The prosthesis mirrors the natural drape and movement of the woman's intact breast and naturally adheres to the chest wall without fixation devices.



For more information about ContourMed, call us at 1-888-301-0520 or visit [www.contourmed.com](http://www.contourmed.com).

ContourMed®

2821 Kavanaugh Blvd.  
Suite Two  
Little Rock, AR 72205

Presorted  
Standard  
U.S. Postage  
**PAID**  
Little Rock, AR  
Permit 1357

## NEW RETAILERS

**Silhouette Shoppe** – Stevens Point, WI

**Tillges Certified Orthotic Prosthetic** – Maplewood, MN

**Medical Dental Home Health Care** – Fort Wayne, IN

**Just Like A Woman** – Portland, OR

**Hair Response** – Green Bay, WI

**Thompson Pharmacy** – Traverse City, MI

**Park Mastectomy Boutique** – Corpus Christi, TX

**Shapes and Lace** – Springfield, PA

**Silhouette Shoppe II** – Mankato, MN

**Pink Ribbon Mastectomy** – Rochester, MN

**Silhouette Shoppe** – La Crosse, WI

**I am Beautiful** – Cheyenne, WY

**Benta Lingerie** – Fresno, CA

**Silhouette Shoppe** – Eau Claire, WI

**LMS Medical Supplies** – Portsmouth, VA

**The Fitting Concepts** – Tupelo, MS

**Homeland Medical** – Columbus, IN

**Adrianna's Health Boutique** – Barnegat, NJ

**Women's Int. Support Environment** – East Brunswick, NJ

**Ridgewood Corset Shop** – Ridgewood, NJ

**Kings Daughters Home Medical** – Ashland, KY

**Hanger/Novacare O & P** – Aurora, CO

**Hanger Prosthetic and Orthotics** – Des Moines, IA

**Pink Ribbon Mastectomy Boutique** – La Crosse, WI

**UW Cancer Center** – Wausau, WI

## MEDICAL BENEFITS

by L. Daniel Eaton, ContourMed inventor

When a woman undergoes a mastectomy, the loss of one or both breasts can be a traumatic experience. Today, more and more post-mastectomy patients choose not to undergo reconstructive surgery. There are numerous reasons for this very important decision – some do not want to be subjected to additional surgeries, while some fear the health risks involved with placing a foreign object in front of a cancer site. Regardless of the factors for their decision, the vast majority of these women still want to restore their natural appearance and shape through non-surgical methods.

A woman's psychological well-being is a very important part of her recovery process. Having a breast prosthesis that is realistic in shape, color and feel can not only help restore her appearance, but also her self-esteem.

While there are several other psychological benefits, there are also numerous medical advantages for a custom-fitted, life-like and lightweight breast prosthesis.

**Osteoporosis** – Women over 60 who have bone density disease need a lightweight breast form to alleviate some of the problems and avoid accelerating their condition. Women who have been through chemotherapy are more prone to develop osteoporosis and at a much younger age than most women.

**Lymphedema** – Approximately 35% of all post-mastectomy patients will be diagnosed with lymphedema. The National Lymphedema Association strongly recommends a light-

weight form because heavy forms may put too much pressure on lymph nodes above the collarbone.

**Arthritis** – Lightweight breast forms are a better choice for women who have arthritis of the back, shoulder and neck. Putting less strain on these muscles can reduce the pain and discomfort of arthritis in this area.

**Large Breasts** – For women with large breasts, standard weighted silicone breast forms can weigh as much as 6 pounds. Many of these women suffer from chronic back, upper neck and shoulder pain. And most of these women develop deep grooves in the shoulders from the pressure of bra straps. For these women, lighter is truly better.

**Chest Wall Challenges** – Mastectomy patients who have significant scarring or who have experienced significant tissue loss can benefit from a custom prosthesis that is molded to the precise shape and contour of her chest wall. Having this added security and form-fitting comfort can restore symmetry and confidence.

Helping women feel better – on the inside and out – is one of the most gratifying aspects of my work. I am thankful to have the opportunity do this every day with ContourMed.



Lisa Peercy is ContourMed's new sales representative for Kentucky, Tennessee, Virginia and the Carolinas.



New sales representative Courtney Berry will manage Texas, Oklahoma, Louisiana and Mississippi.



## ContourMed Wins Governor's Award for Community Service

ContourMed was one of two companies chosen to receive a corporate Arkansas Community Service Award at the 28th Annual Community Service Awards Banquet on June 28, 2005.

Sponsored by the Department of Human Services Division of Volunteerism (DOV), the Governor's Office and Channel 4 – KARK-TV, the Arkansas Community Service Awards recognize an individual, a business, or an outstanding youth who exemplifies the volunteer spirit in Arkansas. Home Depot was the other corporate humanitarian award winner.

In honor of Breast Cancer Awareness Month in 2004, ContourMed donated more than \$100,000 worth of its breast prosthetics to uninsured cancer survivors in Arkansas and other states it serves. To expand the company's annual donation program, ContourMed teamed with BreastCare Arkansas to reach even more uninsured breast cancer survivors last year. ContourMed also donated breast forms to New York-based charity CancerCare, which offers free services and financial assistance for cancer victims across the nation.

"The comfort and piece of mind that ContourMed provides to breast cancer patients on an everyday basis is much like a community service in itself – but they chose to go above and beyond that by making their product available to women who might not have this option otherwise," said Sen. Sharon Trusty, Arkansas General Assembly.



PAULINE NELSON  
Unique Boutique  
Charlotte, NC

## RETAILER SPOTLIGHT

Nestled in the historic Elizabeth district of Charlotte, Unique Boutique lives up to its name. Owner Pauline Nelson says the small gray house provides a cozy setting for customers. "We want women to feel at home and have fun – it's as far from a sterile, medical environment as you can get," said Pauline.

Nelson, who was a sales representative for a mastectomy product company, bought the 24-year-old company from one of her clients who had become ill. "She asked me if I would be interested in taking over the store and I just couldn't resist."

In the ten years since she bought the store, Pauline has doubled sales and added new product lines. In addition to a full array of mastectomy products, she offers swimwear, jewelry, sportswear and wigs. "We carry about 1,500 swimsuits – both standard and surgical," Pauline added.

With five certified mastectomy fitters, Pauline and her staff focus on customer service. "Everyone who walks through the door gets the exact same treatment and quality service – whether they are wealthy, high-profile women or not – in fact, we don't even keep up with that kind of thing to know the difference."

Unique Boutique began offering ContourMed forms, "because it was such an answer to what many of my clients needed – especially those who are hard to fit with regular forms."

"Offering a custom form that fits each woman's unique body shape is a perfect fit for our Unique store," Pauline added.



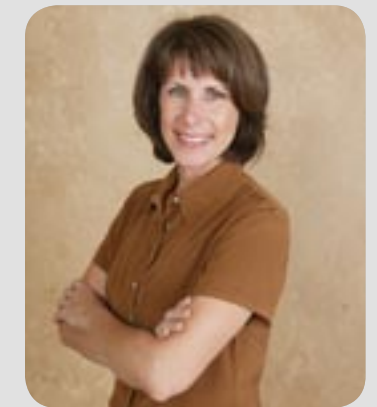
Jenny Jordan was hired as customer service manager and insurance specialist in ContourMed's Little Rock office.



Amy Larson was hired as a sales representative servicing Colorado, Kansas, Missouri and Nebraska.

## Ask the Expert

Marvelle Weispfenning  
Marvelle's Apparel • Glenwood, MN



**Q.** What methods do you use to reach out to new customers when marketing ContourMed?

**A.** We usually send a direct mail piece or include an article about ContourMed custom forms in our newsletter. We also run a co-op advertisement in the local newspaper. But the most effective marketing tool we utilize has a more hands-on approach. We conduct in-service presentations to local breast cancer support groups so they can see the product first-hand and ask questions.

Our presentation provides information on a wide variety of products of interest for mastectomy patients – swimsuits, prosthetics, bras, etc. We explain insurance policies and procedures and answer questions that many women have about post-mastectomy service options. This is not a sales pitch – it's a valuable service that we provide to these women.

To locate breast cancer support groups in your area, you can contact the volunteer coordinators with local hospitals, scan the newspaper's community calendar listing of meeting times and dates or simply ask breast cancer survivors who come in your store if they are aware of any support groups in your area. You will more than likely need to discuss your presentation with the group leader.