

A Survivor Story



BETTY WEST
Cabot, AR

What do 15-year-old girls worry about? Lip gloss. The cute boy in class. Next week's book report. But when Betty West of Cabot, Arkansas, was a teenager, she discovered a new concern – when she found a lump in her breast.

That discovery more than 25 years ago changed Betty's life. Although the lump was not cancerous, more lumps followed. And then more. With the threat of early breast cancer looming, Betty opted for a prophylactic mastectomy in November of 1978, when she was just 19 years old.

"I didn't want to ignore the lumps and run the risk of cancer," she explained.

Betty underwent reconstructive surgery early the following year, but experienced health problems related to her new silicone implants.

"In my mid 30s, we discovered that the implants had ruptured. So I had those removed and new ones put in," she said. "Remember, this was a long time ago. A lot has changed since then."

With the new implants, Betty's health problems returned. After experiencing excruciating pain, she got rid of the implants for good. But Betty wasn't satisfied with her new breast prosthesis. It was heavy. Cumbersome. And, after a while, she got rid of it, too.

"I stopped wearing anything," she said. "For eight years, I stuffed cotton balls in my bra."

And she continued to live her life. In fact, it was Betty's husband, Cliff, who encouraged her to trade in her cotton balls for something better. He knew that, despite Betty's

"I felt complete again. I didn't really understand how much of an impact it would have on me."

positive attitude, her dissatisfaction was having a negative impact on her life.

"Everything about him is big," she said. "Big eyes, and a big laugh." And, apparently, a big heart, too.

"He was the one who was really encouraging me," she said.

So when Betty heard about the ContourMed *Profile* prostheses, she was excited. But not near as excited as she was when she got her own.

"I felt like a woman again," she said. "I felt complete again. I didn't really understand how much of an impact it would have on me."

Now, Betty enjoys an active life that includes working with youth at Mountain Springs Baptist Church, painting and wrapping jewelry for Great Little Country Store, the small store she and Cliff run at a local flea market. Betty also works from home selling telephone systems for Cross Telecommunications, Data and Security Company.

She even finds time to care for the goats, rabbits, chickens and turkeys on the hobby farm where she lives, and enjoys spoiling her pet ferret, Widdie Feller. And, according to Betty, ContourMed helps her live this already full life to the fullest. When it comes to praising the benefits of ContourMed, Betty has a simple reply.

"You are preachin' to the choir!"

For more information about ContourMed, call us at 1-888-301-0520 or visit www.contourmed.com.

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ContourMed® context

Reflecting Nature To Meet Women's Needs®

SPRING 2006
ISSUE 15

ContourMed expands product offerings Introducing the only custom leisure form

ContourMed EasyFit™

ContourMed now offers customers the first and only custom, leisure form available for post-mastectomy patients – the ContourMed *EasyFit*™. Using the custom molds created by its laser scanning technology, ContourMed can now craft a soft breast form made with ultra-light foam.



EasyFit™ is available for purchase along with ContourMed's custom breast prostheses and is ideal for use during casual times.

ContourMed Products

In addition to the *Easy Fit*, ContourMed offers post-mastectomy patients three product lines to fit their unique body shape and help restore a natural appearance. All of ContourMed's products are custom-made for each woman using a patented 3-D laser scanning technology.



ContourMed Classic™ – ContourMed's original product design, the *Classic* fits comfortably to the chest wall. Sixty percent lighter than traditional off-the-shelf breast prosthetics, the *Classic* features a breathable, "stay put" backing.

ContourMed Advantage™ – Similar to the *Classic*, the *Advantage* provides added security for women with active lifestyles thanks to an adhesive disc and magnetic technology. Using nickel-plated magnets and 3M® hypoallergenic adhesive, the *Advantage* attaches comfortably to the chest wall.

ContourMed Profile™ – Made from an innovative material replicates human skin, the *Profile* provides a tactile and realistic feel and clings to the chest wall. The form emulates the consistency of human breast tissue and mirrors the natural drape and movement of the woman's intact breast.

Accessories – Extra supplies of the magnets and 3M support adhesives for the ContourMed *Advantage* are available, as well as prosthesis bags and pillows.

INCREASED EFFICIENCY ContourMed sets manufacturing time records

ContourMed has decreased its manufacturing time from 21 days for its custom breast forms to a record six days. "This is a direct result of our commitment to product quality, reliability and decreased turnaround times," said Mike Thurman, ContourMed vice-president of manufacturing.

"The manufacturing processes and efficiencies put into place in January 2006 play a major role in this milestone for our company," said San Pedro. "We are now able to deliver a quality, custom product in a fraction of the time we did before – which means a lot to our customers."



SEE YOU AT THE ESSENTIALLY WOMEN TRADE SHOW

April 25 • North Charleston, SC

New Retailers

Associate Prosthetics
Oklahoma City, OK

Greater Flint Prosthetic Center
Flint, MI

Aannie's Pennyrich Jeauunique
Weatherford, TX

Northwest O&P
Novi, MI

Medical Center Brace & Limb
Houston, TX

St. John's Medical Supplies
Anderson, IN

Accord Clinical Concepts
Houston, TX

Hanger P&O
Terre Haute, IN

American Medical Equipment
Houston, TX

Hanger P&O
Indianapolis, IN

The Butterfly
McAllen, TX

Candice Boutique
Cincinnati, OH

Hanger P&O
Kenosha, WI
McHenry, IL
Gurnee, IL

Lee Medical Supply
Abilene, TX

Healing Forms
Parson, TN

The Pink Petal Boutique
South Hadley, MA

Pink Door
Palatka, FL

Genesis Center
Chattanooga, TN

Palmer Medical Supply
Panama, FL

Orthopedic Appliance Co.
Asheville, NC

Hanger P&O
Columbia, SC

Pretty in Pink
Clarksville, TN

Naturally You
Hollidaysburg, PA

AnMed Health/Impression
Anderson, SC

Boas Surgical
Wyomissing, PA

Fitting Design
Pensacola, FL

Hanger P&O
Hazel Crest, IL
Joliet, IL
Morris, IL
Orland Park, IL

Parris Pharmacy
Blue Ridge, GA

Go Figure
Gladstone, MI

Devoted To You
Pittsburg, PA

Second To Nature
Greensboro, NC

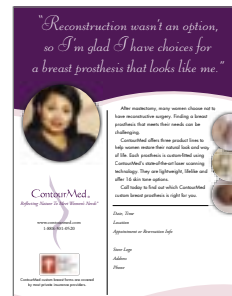
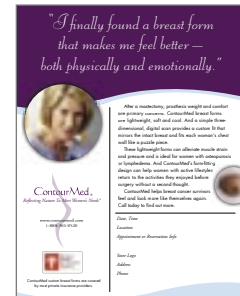
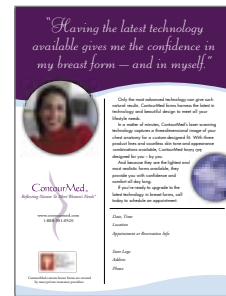
To find out how to become a ContourMed retailer, call 1-888-301-0520.

NEW MARKETING MATERIALS AVAILABLE



Ready to kick your scanning event marketing into high gear? Call your sales representative to request marketing materials customized just for you. Choose from four different direct mail flyers or newspaper print ads.

ContourMed also has a new brochure highlighting all the product lines and benefits for customers. To get your copies, contact Jenny Jordan at ContourMed headquarters.



ContourMed Sales Representative Dawn Roberts recently received BOC certification.



ContourMed Sales Representative Lsa Peery recently received ABC certification.



Andrea Gainey was hired as a lab technician.



Ashley Grossman was hired as a ContourMed sales representative.

RETAILER SPOTLIGHT



FERN CARNES AND MARGY IMLAY
Just Like a Woman • Portland, OR

"We have all things breast." That simple description from Margy Imlay of Just Like a Woman sums up the store that she and Fern Carness operate in Portland, Oregon. In business for four and a half years, the store is equally divided between medical products and bras. But the entire place is devoted to caring for women of all ages.

"From the time you're born to the time you die, society places all these pressures on you, as to what you need to be a woman," Margy said. "We do more work on self-esteem and body issues here than I ever would have thought."

The idea for Just Like a Woman came to Fern after her second prophylactic mastectomy, when she was unable to find suitable products. Considering the size of Portland, this problem presented a need and opportunity. Fern put together a business plan, Margy found an angel investor, and the store opened six months later.

The ladies started carrying ContourMed products after seeing the difference they made for one particular customer. After surgery, she was very difficult to fit and could not find a product to meet her needs. When Margy and Fern introduced her to ContourMed's custom breast prosthetics, she was thrilled.

"If you have had a problem with an off-the-shelf prosthesis," Margy said, "there is this option. We've had an amazing response."

Outside of the business, both women lead active lives. Margy has been married for 20 years, and has a son in college. She is a regular at the gym, but most of her time is devoted to the store. "I don't have much free time," she said. "My hobby is here."

Fern has been married for more than 30 years, with two sons and two granddaughters. She quilts and cooks, and enjoys her roles as professional speaker and health educator. Following a reoccurrence last spring, Fern is in treatment and doing well.

With Margy as the creative half of the duo and Fern the planner, the ladies of Just Like a Woman make a great team. So what's their secret?

"Together, we complete a brain and we both come from a place of compassion and honesty," said Margy. Margy and Fern also credit monthly couples' therapy sessions. "We spend more time together than we do with our spouses. These sessions keep our working and personal relationships clean and strong."

Hanger P&O Names ContourMed a "Best Value Product"

ContourMed was recently named a "Best Value Product" by Hanger Prosthetics & Orthotics' SPS distribution channel. The world's largest O & P distributor, SPS ensures that patient care facilities nationwide have a reliable distribution channel for all of their orthotic and prosthetic materials.

"ContourMed's 'Best Value Product' classification streamlines the manufacturing and billing process for our Hanger retail partners," said ContourMed President Mimi San Pedro. "We are thankful that Hanger realizes the business and patient benefits of ContourMed's custom breast form technology."

Newly Certified Fitters

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

Mary Rigel
The Cancer Center Boutique, Muncie, IN

Chris Sheppard
Promis, Littleton, NH

Christine Stoner
Actra Rehab, Bloomington, MN

Camille Williamson
Hanger P&O, York, PA

Kathleen Hunt
Family O&P-Women's Health, Omaha, NE

Sara Lobe Ulfohn, Abigail Manandhar, Abigail Sizemore,
Lisa Trexler, Jamie Campbell, Tiffany Comer and Lisa Hart
Comfort Care, Baltimore, MD

Sondra Ambrister and Jo Dee Lewis
The Ritz, Lima, OH

Laurie Bubenhofer
Washtenaw Medical Supplies, Ann Arbor, MI

Diane Bortner
Women's Health Boutique, Lancaster, PA

Joyce Lower
Hanger P&O, Lancaster, PA

Patricia Ottum
Silhouette Shoppe, LaCrosse, WI

Junelle Zenk and Ruth Poston
Quantum Prosthetics and Beyond, North Canton, OH

Jazmin Roman and Danielle Haley
Mount Holly Surgical Supply, Mount Holly, NJ