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## *Media Advisory*

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### **Wuesthoff Home Medical Equipment Hosts *Day of Beauty* for breast cancer survivors**

**Rockledge, FL** (September 7, 2006) – In celebration of Breast Cancer Awareness Month, Wuesthoff Home Medical Equipment will host a *Day of Beauty*, Saturday, October 14, from 10 am to 1 pm.

Held for breast cancer survivors, friends, and family members, *Day of Beauty* participants will have the opportunity to receive facials, chair massages, hair styling, mastectomy fittings, and makeup tips. A Day of Beauty Queen also will be crowned based on attendees who have been cancer free for the longest period of time.

“This event is an excellent way to honor women who have been touched by breast cancer,” said DeboraLee Davis, Wuesthoff Home Medical Equipment executive director. “We want to focus on the positive aspects of these women and to also celebrate the true beauty that comes from within each of us. We encourage breast cancer survivors, their friends and family members to attend this unique and uplifting event,” added Davis.

Community partners include Camp International, the American Cancer Society, and Mary Kay Cosmetics. AVON will provide mastectomy products, fittings and supplemental beauty treatments. In addition, two keynote speakers will highlight Lymphedema and treatment options, while also presenting information on breast cancer awareness, the importance of early detection, and technological advances. Wuesthoff Health System associate, Rosanne Bessenaire, certified Lymphedema therapist will speak

at 10 am, followed by Dr. Isaac Esseesse, Wuesthoff Medical Center Rockledge oncology/hematology specialist to present at 11 am.

*Day of Beauty* will be held at Wuesthoff's Home Medical Equipment location, 185 Barton Blvd., in Rockledge. Door prizes and refreshments will be served; space is limited, reservations are required. For more information or to RSVP, call 321-242-7648.

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