

Issue 2 2008

# amoena**life**

*formerly connections*



## Spring has Sprung

Amoena Lingerie

## In the Family

Genetic Breast Cancer

The perfect breast  
form for your

## WATER ACTIVITIES

Amoena Swimform

## from the Editor



Hello Everyone,

Welcome to Issue 2 of Amoena Life. This year seems to have flown by and already it is October and Australian Breast Cancer Awareness Month.

It is time to really celebrate with the recent announcement of the **National External Breast Prosthesis Reimbursement Program**, funded by the Federal Government.

This program commencing on December 1 2008 will be administered by Medicare Australia and as of September 9 2008 a claim can be made. Breast forms purchased after July 1 2008 however, are eligible for reimbursement. Reimbursement forms are available from your Medicare office, can be downloaded from **www.medicareaustralia.gov.au** or you can call Medicare Australia on **132 011** and request a form.

An important thing for all women to remember is to ensure that when you are purchasing your new breast form that you see a certified and experienced breast care fitter. A list of Amoena trained fitters is available by calling **1800 773 285** or visiting **www.amoena.com.au**.

During the month of October there are many events around Australia to observe breast cancer month. We have tried to put together a list for you to show "What's On". I imagine we have only scraped the surface so please forgive us if we have left your special programme or event off the list.

Also this month in Amoena Life we invite you to enjoy an article by Jenny Macindoe, a breast care nurse here in Victoria who writes about familial aspects of breast cancer.

Check out the beautiful additions to our lingerie range, **Olivia**, **Lena** and **Lara** in gorgeous raspberry, as well as our stunning new season's swimwear. And don't forget our Gift with Purchase - details on page 11.

Enjoy!

*Clare*

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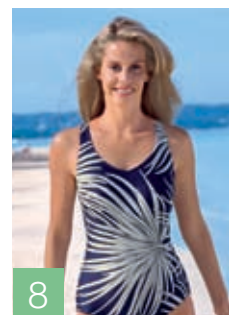
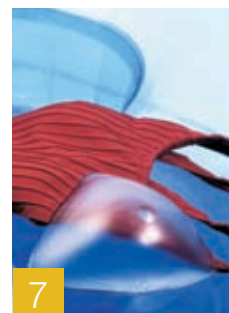
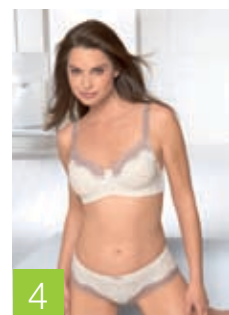
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# A Longer Life

The life of all **breast forms**, **bras** and **swimwear** will be lengthened if you care for them in the correct manner. Following is a list of care instructions for your underwear, swimwear and breast forms.

## How to care for your Amoena breast form

Amoena breast forms are incredibly resilient and are designed to stand up to the normal everyday demands placed upon them. If cared for correctly, your breast form should last you for many years. However, take care not to puncture your breast form with sharp objects, such as pins or pet claws, as repair is not possible. Use of talcum powder and body lotions on or around your breast form should also be avoided. To ensure your breast form remains in good condition, you should wash it every day with Amoena Soft Cleanser or soap and water\* and dry with a soft cloth or towel. When not being worn, you should keep your breast form in the cradle provided, as this will help to maintain its shape.

\* *Special care instructions apply to the contact range of breast forms, shown below.*

How to clean the adhesive surface of your Contact breast form:

1. Sprinkle soft cleanser on to the dry adhesive surface; wet the special brush with water
2. Scrub hard with the special brush, applying pressure, for about 3 minutes.
3. Rinse with plenty of water.
4. Allow your breast form to dry naturally in the cradle provided, as this will help to maintain its shape.

You can pat the breast form dry with a sea sponge. Do not dry with a towel as it will leave fluff on the adhesive surface.

## Climate control pads

Climate Control pads must be washed daily.

The pad can easily be washed by hand, with the Amoena Soft Cleanser. Wash and rinse the pads in warm water, do not wring. Pat dry and lay flat, do not place in the sun or in a tumble dryer. Allow them to air dry naturally.

## Care instructions for your lingerie

To treat your underwear well...

...you should preferably wash it by hand. Some bras are made from different materials with different care instructions. The hooks at the back and adjustments on the straps will not normally withstand high temperatures. If you must put them in the washing machine, always use a mild detergent and put your underwired bras in a laundry bag.

The care symbol on the garment tells you how best to wash it. The care symbol on a mixed fibre label is of course based on the most sensitive fibre - to be absolutely sure.

Whether you wash your underwear by hand or machine, it must be well rinsed to remove all traces of detergent from the fabric. This can irritate sensitive skin or turn the material yellow. Perfumes and deodorants are very difficult to remove if they accidentally stain a bra. To avoid staining your bra, spray your favourite perfume on your body before getting dressed and wait until your skin is completely dry before putting on your bra.

If you need to use a water softener use vinegar, washing soda or borax. Always dry your underwear in the shade.

## Care instructions for your swimwear

To ensure your Amoena swimwear remains in good condition and does not fray or fade, you should always ensure you follow the special care instructions supplied with each garment. The following guidelines will also help you:

- Do not leave wet swimwear rolled up.
- Rinse your swimwear thoroughly after each wearing.
- Do not wring, just squeeze gently to get rid of excess moisture.
- Wash your swimsuit in cold or just lukewarm water with a gentle detergent
- Follow the washing guidelines supplied with each garment
- Dry your swimsuit in the shade

**Ann Gledson**

# Spring has sprung...

**Feel** Relax and feel comfortable

**Lara** Moulded Soft Cup

**Colour:** Nude ■  
Black ■  
Raspberry ■

**Size:** 10A-10C;  
12-18AA,A,B,C,D

**Brief**

**Colour:** Nude ■  
Raspberry ■

**Size:** 10-18

**Hipster**

**Colour:** Nude ■

**Size:** 10-18

New  
Colour



**Style** Highlight your personal style

**Lena** Moulded Underwire

**Colour:** Nude ■

**Size:** 10-18A,B,C  
12-18D

**Brief**

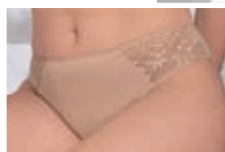
**Colour:** Nude ■

**Size:** 10-18

**Hipster**

**Colour:** Nude ■

**Size:** 10-18



## Style Highlight your personal style



**Olivia** Soft Cup  
**Colour:** Cream/Mauve    
**Size:** 10-18A,B,C

### **Brief**

**Size:** 10-18

### **Camisole**

**Size:** S,M,L,XL

**Olivia** Underwire  
**Colour:** Cream/Mauve    
**Size:** 12-22B,C,D

### **Hipster**

**Size:** 10-18

For the full range of Amoena Lingerie go to [www.amoena.com.au](http://www.amoena.com.au) or call 1800 773 285

# In the Family



**Hello readers, my name is Jenny Macindoe.**

Supporting breast cancer patients has long been a passion of mine. I began my career in Breast Cancer Nursing with the highly successful Victorian Breast Screening program in 1993. In July 2000, I was fortunate to be appointed as one of the first designated Breast Care Nurses at Monash Medical Centre. Since February 2007 I have been working as the Breast Care Coordinator at Cabrini Health, a large not-for-

profit Catholic health service in suburban Melbourne. For me, my role has special meaning because it is sponsored by a generous and insightful past-breast cancer patient of Cabrini Health. While grateful for the high standard of clinical care, she noticed that the organisation lacked the support and guidance of a designated Breast Care Nurse, and so in February 2007, my position was created.

I'm not only lucky to be working in my preferred area, but I'm also excited to be the first designated Breast Care Nurse at Cabrini Health. I've found enormous satisfaction not only in establishing the role, but in offering this level of support and care to another group of Melbourne breast cancer patients. It's fair to say that the importance of the role to patient care can be seen in the results. In 2007 I had contact with 167 patients; mid-way through 2008 I've seen 140 patients across all stages of the disease and at two Cabrini campuses.

I have been asked to look at an area of breast cancer care that is of special importance to me, the familial (or genetic) aspects of breast cancer.

Frequently when talking to my patients and their family members, there seems to be a misconception that most breast cancer is related to a genetic risk. This is simply not true! Current information from the National Breast and Ovarian Cancer Centre (NBOCC) states that only about 5% of the breast and ovarian cancer that we see can be linked to faults in the genes BRCA1 and BRCA2.

The greatest risk factors for developing breast cancer are **being female, increasing age and family history**. Breast cancer is more common in women over the age of 50 years - that's why the Breast Screening Program targets this age group. The NBOCC states that "most women have a close to average chance, **some** women have a moderately increased chance and a **few** women have a high **chance**".

Family history means having one or more blood related relatives who currently have or have had, breast or ovarian cancer. This includes relatives on either the mother's (maternal) or father's (paternal) side of the family. Breast Cancer is now a relatively common disease, so a lot of breast cancer patients will have a family history by just chance.

The best thing we can all do is to be **'BREAST AWARE'**. No matter what your age, it's important to know how your breasts normally look and feel, because if there are any changes you will notice them promptly and can seek medical advice from your GP. Remember, most breast changes will not be due to breast cancer.

Familial cancer clinics accept referrals for women with a strong family history. These clinics can provide information, counselling and guidance about risk, the chance of carrying an abnormal gene and advice about reducing risk and recommended surveillance.

After 14 years of Breast Care Nursing, I am still fervently committed to improving care and ensuring that both patients and their family members have access to timely, accurate and up-to-date information and support.

The patients I have cared for throughout my career and across 4 health providers, have had a profound influence on my life. They have made me a better person for having known them, and a better nurse for having cared for them.

*For more information about breast and ovarian familial risk, visit the NBOCC website at*

**[www.nbocc.org.au](http://www.nbocc.org.au)** or by phone on **1800 624 973** or contact your local Cancer Information and Support Service on **13 11 20**.

# The perfect breast form for your water activities



Now available up to size 14

Now even more women can enjoy the benefits of the Amoena Swimform. You can just jump in and out of your swimsuit! The Amoena Swimform always maintains its shape - even in a wet swimsuit. Its clear transparent silicone and film are chlorine and seawater resistant. Moreover, this will spare your regular all-day breast form from any additional wear.

Don't deny yourself these benefits if you are fond of water activities.

## Amoena Swimform

- Especially made for water activities
- Easy handling allows for quick changing into and out of your swimsuit
- Always maintains its shape
- Spares your regular all-day breast form
- Favourably priced

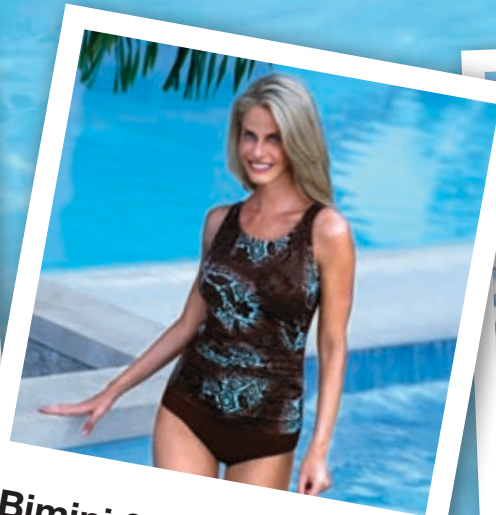


# Make a splash this summer

Available in selected stores now



**Barbuda 01**  
Size: 10-18



**Bimini 01**  
Size: 10-20



**Atlantis 01**  
Size: 10-18



**Bocca 01**  
Size: 10-18



**Bonaire**  
Size: 12-22

...in your Amoena swimwear



**Atlantis 03**

Size: 10-18



**Genova HB**

Size: 10-18



**Abaca 02**

Size: 10-18



**Granada HB**

Size: 10-18



**Dominica 09**

Size: 10-18

For the full range of Amoena Swimwear go to [www.amoena.com.au](http://www.amoena.com.au) or call 1800 773 285



# New!

**Amoena Skin Balance Gel-Cream** Soothes and softens the neck and chest area, especially after wearing a Contact breast form.

## take 5...

Make sure you have some 'me' time!

Although breast cancer might seem to be dominating your life right now, it's important to take some time away from your treatment to relax and just be yourself.

### Try our top five tips for relaxing:

1. Don't think of 'me' time as a luxury: make sure you carve out at least 30 minutes each day to be alone and do something that makes you happy-whether it's a bit of gardening, a long bath, or curling up with a good book.
2. Have something to look forward to: treat yourself to some luxury bath oils and scented candles to turn your bathroom into a spa, plan a theatre trip, or splash out on something new to wear.
3. Laughter is a great healer: smiling is good for you, it releases 'happy hormones', so watch a film, read a funny book, or get together with your best friend and have a good giggle.

4. Do something different: small changes sometimes make a big difference to how you feel about yourself. Wear heels instead of flats, or a skirt instead of trousers. Go make-up free if you usually wear make-up, or try a slick of lip gloss, blusher and a sweep of mascara if you usually go barefaced. Put some colour into your life. Go on, we dare you!
5. Get some fresh air: walking is one of the best forms of exercise; it helps you to clear your mind and return refreshed and ready to face what life has in store for you.





# BALANCE

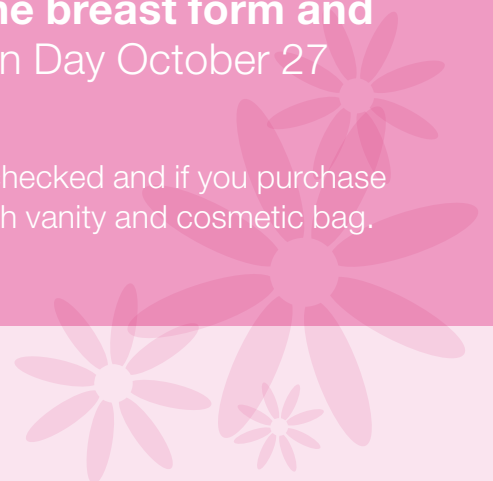
Our bodies change... **Have you checked your fitting?**

**Receive this elegant soft vanity and matching cosmetic bag FREE when you purchase any Amoena silicone breast form and one Amoena bra\*.** Offer commences Pink Ribbon Day October 27 2008 while stocks last.

Take advantage of this great offer from Amoena. Have your fitting checked and if you purchase a new Amoena breast form and bra, receive a complimentary stylish vanity and cosmetic bag.

*\*excluding leisure bras. While stocks last at participating retailers.*

amoena



# What's On

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## NEW SOUTH WALES

**Wednesday October 1st** Scone Breast Cancer survivors group, Seminar 10am.

Contact Kaye Cumberland (02) 6546 2100.

**Wednesday October 15th** David Jones Campbelltown, Seminar 6pm. Contact Intimate Apparel (02) 4628 9000.

**Thursday October 16th** David Jones Tuggerah, Morning Tea and fitting day. Contact Intimate Apparel (02) 4350 2929

**Wednesday October 22nd** Myer Parramatta, Seminar 10.30am. Contact Colleen Newton (02) 8831 3100.

**Thursday October 23rd** David Jones Miranda, Seminar 6pm. Contact Intimate Apparel (02) 9710 7111.

**Tuesday October 28th** Brief Affairs Merimbula, Seminar 6pm. Contact Dianne McNamarra (02) 6495 2368.

**Tuesday November 4th** The Feminine Side Mudgee, Seminar 7pm. Contact Julie Gibbons (02) 6372 0200.

**Friday November 14th** Encore Parkes, Seminar 10am. Contact Di Egan (02) 6869 9619.

## QUEENSLAND

**Saturday October 11th** Tambo, Mini Field of Women.

**Friday October 24th** Townsville, Breast Cancer Matters (Cancer Council QLD), 8.45am-12.30pm.

Contact Marina Paine (07) 4721 1644. RSVP Monday, October 20.

## VICTORIA

**Wednesday October 8th** YWCA Encore program Monash Aquatic & Recreation Centre.

Contact Marcelle Yoxon 0413 995 080.

**Monday October 27th** The Valley Private Hospital Pink Ribbon Day. Contact Lee Alexander (03) 9790 9333.

**Monday October 27th** Cabrini Private Hospital Malvern Campus. Contact Jenny Macindoe (03) 9508 1897.

**Thursday October 30th** Cabrini Private Hospital Brighton 'Health and Wellbeing Beyond Breast Cancer'.

Contact Jenny Macindoe (03) 9508 1897.

## WESTERN AUSTRALIA

**Monday October 8th** Albany, Mini Field of Women. Coles Plaza 9am-4pm.

**Monday October 22nd** Geraldton City Centre, Field of Women. Lawn outside city hall 9am-5pm.

## Finding an Amoena stockist in your local area

Currently there are over 250 stores throughout Australia stocking Amoena breast forms, bras and swimwear. Unfortunately there are too many to list here, however, we can tell you about them! Simply phone our **FREECALL number 1800 773 285** and ask for the location of your nearest stockist or visit **[www.amoena.com.au](http://www.amoena.com.au)**. New Zealand customers phone (09) 624 1834 for their nearest stockist.

## Share your journey?

Do you have a story that you would like to share? Please send your letters and photographs to:

**Clare Johnson, Amoena Australia Pty Ltd, PO Box 119, Fitzroy, VIC, 3065**

If you wish to unsubscribe to *Amoena Life* please call **1800 773 285**

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