
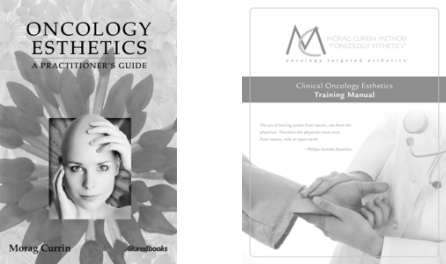


Oncology Esthetics
Do No Harm
Presented by
Kris Campbell



Disclosure
Oncology Esthetics®



Oncology Esthetics

- What is Oncology Esthetics (OE)?
- How Patients/Clients Benefit
- OE's Relevance to You
- How to Get Involved

What is Oncology Esthetics?

“Safe and healthy spa treatments for individuals diagnosed or recovering from cancer, with the goal of improving beauty and personal well-being.”

Oncology Esthetics
Who are the Clients?



Who Are The Clients?

- Individuals diagnosed or recovering from CA
- 6.4 million women, and 5.3 million men (US*)
- Estimated 40.7% of all people in a lifetime*
- Caregivers, family members
- Others: Diabetes, etc

*National Cancer Institute

Objectives

- Define cancer and metastasis
- Lymphatic system and its effect
- Illustrate the giving of compassion
- Summarize benefits of working with cancer survivors
- Career path opportunities

Who Provides Oncology Esthetics?

- Licensed Estheticians
- Cosmetologists who specialize in skincare
- Registered Medical Nurses
 - Undergo a comprehensive training program

Oncology Esthetics Training

- Cancer – what is happening in the body?
- Cancer treatment and side effects
- Immunology and lymphatic systems
- Psycho Social – client and skincare specialist
- Skin cancer
- Adjustments – spa treatments
- Products · ingredients

Limitations

- Only licensed Estheticians
- Only safe esthetics services
- Only safe, 'clean' formula's in skin care products
- OE is NOT a substitute for medical treatment
- All concerns to be referred to Medical Professionals

Benefits of Oncology Esthetics To Patient/Client

- Physical comfort
 - Relieves side effects from cancer treatment and medications
 - Relieves anxiety/stress
- Psychological comfort
 - Relieves feelings of isolation
 - Provides a comfort zone
- Added benefits
 - Skin screening

Benefits of Oncology Esthetics To Health Care Professionals

Augments Medical Professionals' Efforts

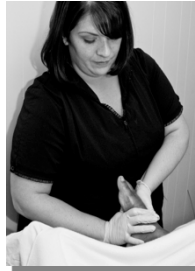
- provides physical and psychological support
- provides another level of attentive care
- provides mind-body-spirit connection

A number of hospitals & clinics in the U.S. have teams of volunteer Oncology Estheticians assisting patients.

Benefits of Oncology Esthetics® To the Esthetic Industry

- On a Practical Level
 - Expertise to treat a growing segment of society
- At a Business Level
 - Demonstrates corporate social responsibility
 - Support community based campaigns
 - Shows spas are engaged and giving back
 - Provides *volunteer opportunities* for employees
 - Reputation management
- On a Personal Level
 - Rewarding for everyone involved

Rewarding



Rewarding



Do No Harm

- Surgery
 - Inflammation ~ Wound healing
- Chemotherapy
 - Myelosuppression ~ Anemia, Neutropenia, Thrombocytopenia
- Radiation Therapy
 - Fatigue ~ Erythema
- Biologic Therapy
 - Fever/chills ~ Rash, Itching

Dermatology Offices

- Cosmetic dermatologic surgery including:
 - Laser treatment for broken blood vessels, liver spots, keratosis, hair removal and tattoo removal.
 - Botox for the reduction of frown lines, crow's feet, and excessive sweating of the armpits and hands.
 - Fillers for the replacement of volume loss and crevices caused by wrinkles.
 - Sclerotherapy for eliminating superficial telangiectases ("spider veins") and varicose veins

Cutaneous Oncology

- Moffitt Cancer Center
- Cleveland Clinic
- Yale School of Medicine
- University of Arizona Cancer Center
- Beth Israel Deaconess Medical Center
- Skin Cancer Specialists
- Dermatology and Skin Cancer Center

Cutaneous Oncology

- Specialized services offered:
- Mohs surgery for Non-Melanoma Skin Cancer
- Melanoma evaluation and surgery in conjunction with the Yale Cancer Center Melanoma Program
- Full body skin examinations on recipients of organ transplants.

Want to know more?

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www.touchforcanceronline.com
