



## History of a Safe Haven

The Positive Image Center<sup>SM</sup> started 25 years ago as an American Cancer Society cart in the lobby of the Main Medical building here on the City of Hope campus. That simple cart provided hats, scarves and wigs to patients undergoing treatment. These helped patients through the changes they were undergoing and gave them a little boost.

The developing center's next steps were occupying a small space in the building and then being integrated into the gift shop. Looking for new ways to help patients cope with the appearance-related side effects of surgery and cancer treatments, the center added professional help with head shaving for patients experiencing hair-loss.

About nine years ago, the Positive Image Center became part of the Department of Supportive Care Medicine, and for the first time it had a dedicated space to help patients. The center further broadened the scope and professionalism of services to include haircuts, as well as wig consultations and fittings.

The Positive Image Center has now taken shape as a boutique-style retail store and service space. Licensed cosmetologists offer advice and guidance in selecting skin creams for radiation burns, specialized make up and even vaginal lubricants for those suffering treatment side effects. In addition, the center has expanded into pre-mastectomy consultations, breast prostheses, specialized bras and clothing.

We are pleased to announce that the reach of the empathetic, reassuring care the Positive Image Center provides will continue to grow next month. A Positive Image Center satellite will open in the Women's Health Center. This new location will further specialize in supporting women with breast and gynecological cancers in a safe, intimate environment of individualized and compassionate care.

**For more information, visit [CityofHope.org](http://CityofHope.org) and search "Positive Image Center".**