



Ladies First Choice NEWSLETTER

Established 1985

(727) 535-4446

1-888-301-4404 Toll Free • www.ladiesfirstchoice.net

2337 Belleair Road Suite E - Clearwater, FL 33764

WINTER 2019



Angel



Ann



Sylvia



Suzanne



Deidra

Ladies,

Happy New Year! Ladies First Choice welcomes in the New Year with a cheerful and bright outlook. We wish each of you the very best and may 2019 bring you peace, love, health and happiness. Take each day as it comes and enjoy the wonders of life all around you.

Ladies First Choice has been providing mastectomy supplies and serving the Tampa Bay community since 1985. We are proud to say that we are the oldest, most stable mastectomy company in the area and have continued to grow during the past 34 years with your loyal support.

We would like to thank all our devoted customers for their continued support in making Ladies First Choice the "first choice" as the provider in their selection of mastectomy products. Our mission is to professionally and personally assist women after breast surgery to resume their normal lifestyle and feel confident about themselves. Our products are feminine, fashionable, natural and include flattering designs tailored to be both stylish and ultra-comfortable.

We are always busy looking for the latest and most advanced mastectomy ap-

parel. Our Wall of Bras is full of new and elegant looks for 2019. Our swimwear racks are packed with new and bold designs to enhance and flatter you during those pool or ocean activities that are so much a part of the Florida lifestyle.

We look forward to seeing you soon at our store, or if you prefer, a convenient in-home fitting at no charge. See you soon.

-The Girls



February 2nd Birthday
If this is your birthday and you are a Ladies First Choice customer, you just won a \$10 Publix Gift Card!

Refer a New Customer
for a prosthesis fitting
And receive a \$10 Publix Gift Card

INSIDE THIS ISSUE

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American Board for Certification
in
Orthotics, Prosthetics and Pedorthics, Inc.

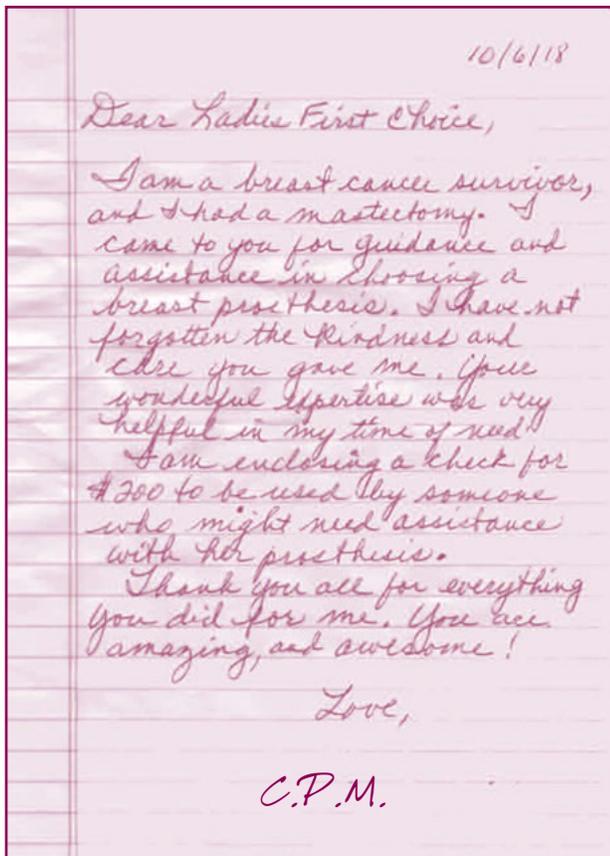


Ladies First Choice is a fully accredited facility. As an organization fostering, stimulating and maintaining the highest standards of competent and ethical practices.

Brain Teasers

- Q-1. I'm tall when I'm young and I'm short when I'm old. What am I?
- Q-2. In a one-story pink house, there was a pink person, a pink cat, a pink fish, a pink computer, a pink chair, a pink table, a pink phone, a pink shower - everything was pink. What color were the stairs?
- Q-3. Which weighs more, a pound of feathers or a pound of bricks?
- Q-4. How many months have 28 days?
- Q-5. What starts with the letter "T", is filled with "T" and ends in "T"?
- Q-6. A girl is sitting in a house at night that has no lights on at all. There is no lamp, no candle, nothing. Yet she is reading. How?
- Q-7. How can you throw a ball as hard as you can, to only have it come back to you, even if it doesn't bounce off anything?
- Q-8. My name is Ruger. I live on a farm. There are four other dogs on the farm with me. Their names are Snowy, Flash, Speedy and Brownie. What do you think the fifth dog's name is?
- Q-9. Imagine you're in a room that is filling with water. There are no windows or doors. How do you get out?
- Q-10. Using only addition, how do you add eight 8's and get the number 1,000?
- Q-11. I am an odd number. Take away one letter and I become even. What number am I?

Answers on page 6...



Holiday Divorce

A man in St. Petersburg calls his son in New York the day before Thanksgiving and says, "I hate to ruin your day, but I have to tell you that your mother and I are divorcing; forty-five years of misery is enough!"

"Pop, what are you talking about?" the son screams. "We can't stand the sight of each other any longer" the father says. "We're sick of each other and I'm sick of talking about this, so you call your sister in Chicago and tell her."

Frantic, the son calls his sister, who explodes on the phone. "Like heck they're getting divorced," she shouts, "I'll take care of this!"

She calls St. Petersburg immediately and screams at her father, you are NOT getting divorced. Don't do a single thing until I get there. I'm calling my brother back and we'll both be there tomorrow. Until then, don't do a thing. DO YOU HEAR ME?" and hangs up.

The father hangs up the phone and turns to his wife. "Okay," he says, "they're coming for the Holidays and paying their own way."

2018 Cancer Fall Fit Event



Ladies First Choice and American Breast Care (ABC) teamed up for a special October Fall Fit Event. The event, sponsored by ABC, was monitored by ABC's Breast Care Specialist, Robin Behrendt. Robin has been a double mastectomy survivor for close to 20 years and has the empathy and experience to relate to the needs of other survivors. Robin did an excellent job as a breast care consultant fitting Ladies First Choice customers with ABC's mastectomy breast forms and bras. To show her appreciation to those attending the fitting event, Robin and ABC sponsored a drawing for a beautiful silk centerpiece or bouquet of choice just in time for the holiday festivities. The drawing winner was Mary Schaffrath who chose a special design for the holidays. The flower arrangement was provided by JVA Floral Design.

2018 Breast Cancer Quilt Raffle

Two years ago, during October 2017 Breast Cancer Awareness Month, we introduced you to Mrs. Barbara Morrow-Gould, a breast cancer survivor who wanted to do something special for other breast cancer survivors. She thought of the idea of mixing her hobbies of crocheting and sewing to create a fabulous breast cancer quilt. Barbara approached Ladies First Choice to team up with her and raffle the quilt to help fund mastectomy products for breast cancer survivors who could not afford these necessary items. In September 2017, Ms. Trish Eaton of the Madeira Beach Fire Department also contacted Ladies First Choice. Trish decided to partner with us in the sale of the Fire Department's Breast Cancer T-Shirts. Proceeds from the sale of the T-Shirts would support our efforts in funding mastectomy products to needy survivors. Unfortunately, Barbara passed away just prior to the drawing for the quilt and her sister, Mrs. Linda Grant of Atlanta, GA, volunteered to carry on the quilt design and sewing.

This past October 2018, we were able to collect in donations over \$1100.00 from the quilt raffle and the sale of the Madeira Beach Fire Department T-Shirts. If you have a friend who needs a mastectomy fitting, but has no insurance, please let us know and we will include her in our fitting schedule. We will fit 10 or more breast cancer survivors at no charge. We thank everyone who participated in this opportunity to help fellow survivors and make 2019 a special year. We look forward to another successful quilt and T-Shirt event this coming October. Clint Belk, fire inspector for the Madeira Beach Fire Department and Terry Gould drew quilt winner Donna Lewandowski. When Donna was contacted, she was shocked and overwhelmed and mentioned that she never wins anything. She loves that she won the quilt and plans to will it to her granddaughter because she has been so supportive. Donna said that a lot of love went into the design and sewing of the quilt. "It's a work of art."



Mr. Terry Gould drawing the winning entry with Fire Inspector Clint Belk



Quilt winner Donna Lewandowski



Fire Inspector Clint Belk donating \$550.00 T-Shirt check to Ladies First Choice



WISHING YOU A HAPPY & HEALTHY NEW YEAR!



PRODUCT SHOWCASE

**New
2019
Swimwear**

Summer Swim Wear is Now Here!

Ladies, now is the time to visit us if you are thinking about purchasing a new bathing suit. We have been ordering the latest designs and prints of swim wear for your water enjoyment. These new suits from leading swim wear manufacturers offer a variety of styles, patterns and bright colors that will enhance and flatter your appearance and give you that special feeling of confidence. Many of the new suits feature special tummy tuck control panels to support and slim, so join us in the fun at the pool or beach and know that you look your best!



Style: 43-60
Size 8-20
Women's 18W - 32W
Color 755



Style: 996-60
Size 8-20
Three Button
Adjustable Straps
Color 756



Style: 16-60
Size 8-20
Women's 18W - 32W
Color 756



Style: 16-60
Size 8-20
Women's 18W - 32W
Color 757



Style: 28-60
Size 4-20
Adjustable Straps
Color 759

AMOENA®

CLASSIQUE



Ellen Wire-Free-Style: 44419
Rose Nude
Style: 44245
Black/Nude
Size 32-44 A-DD



Style: 800
Front Closure Bra
Perfect for post-surgical
or leisure wear
Available in Beige & White
Size S-XXL

coobie

SEAMLESS BRAS



Item: 9015
Lace Back Scoopneck
One Size & Full Size
Removeable Pads
Adjustable Straps



Item: 9042
V-neck with Lace
One Size & Full Size
and X-Large
Adjustable Straps
Clear Straps Available



Item: 9060
Comfort Bra
Small, Medium, Large
and X-Large
Extra Wide Straps & Band

Nearly Me®

Anita
SINCE 1886

CARE



Anita 1046X
Partial Breast Form
Size XS - XL

**American
Breast Care**



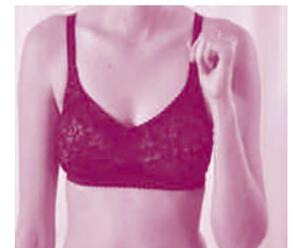
ABC 10281
Symmetric Air
Lighter than Lightweight
Size 1-12



Style 9323
Front Closure
34-46 B-DD
Black



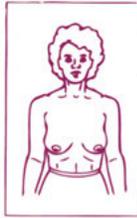
Style 5941
Size B, C, D
34-46
Floral Print



Style 5395
34-46 B-DD
Black

COMFORT AND FASHION, FIND IT IN OUR BOUTIQUE!

HOW TO EXAMINE YOUR BREASTS



Hands at side.
Compare for symmetry.
Look for changes in:
• shape
• color

Check for:
• puckering
• dimpling
• skin changes
• nipple discharge



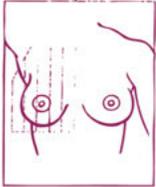
Hands over head.
Check front and side view for:
• symmetry
• puckering
• dimpling



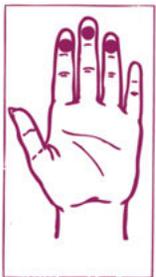
Hands on hips, press down, bend forward.
Check for:
• symmetry
• nipple direction
• general appearance



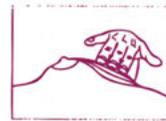
Lie down with a towel under right shoulder; raise right arm above the head.



Examine area from:
• underarm to lower bra line
• across to breast bone
• up to collar bone
• back to armpit



Use the pads of the three middle fingers of the left hand.
Hold hand in bowed position.
Move fingers in dime-size circles.



Use three levels of pressure:
• light
• medium
• firm



Examine entire area using vertical strip pattern.

Now check your left breast with your right hand in the same way. If there are any lumps, knots or changes, tell your doctor right away.

AMERICAN CANCER SOCIETY GUIDELINES FOR EARLY DETECTION

Breast Self-Exam:

- Once a month
- Age 20 and over

Clinical Exam:

- See a doctor or nurse for a physical breast exam
- Age 20-40, every 3 years
- Over 40, every year

Mammography:

- Age 40 and over, have a mammogram every year

A New You for 2019!

We are pleased to announce that Ms. Shauna Giles, a professional hair and makeup artist has offered her creative talents to Ladies First Choice customers. Shauna has generously offered her professional expertise in creating a new you by offering a free make over, for hair and makeup. Please fill out the entry form below and send it to Ladies First Choice. We will draw a winner from the entries and at no charge, Shauna will give you a personal hair and a makeup make over. We will have a drawing on February 4th. You can select to have the make over at your convenience, in the store, or the privacy of your own home. This is a wonderful chance to see a new you for 2019. You can contact Shauna at 727-656-4437 or visit her on the web at www.shaunagiles.com.



A New You for 2019 Drawing

Name: _____

Address: _____

City: _____ St. _____ Zip _____

Phone Number: _____

Winner will be contacted on February 4th

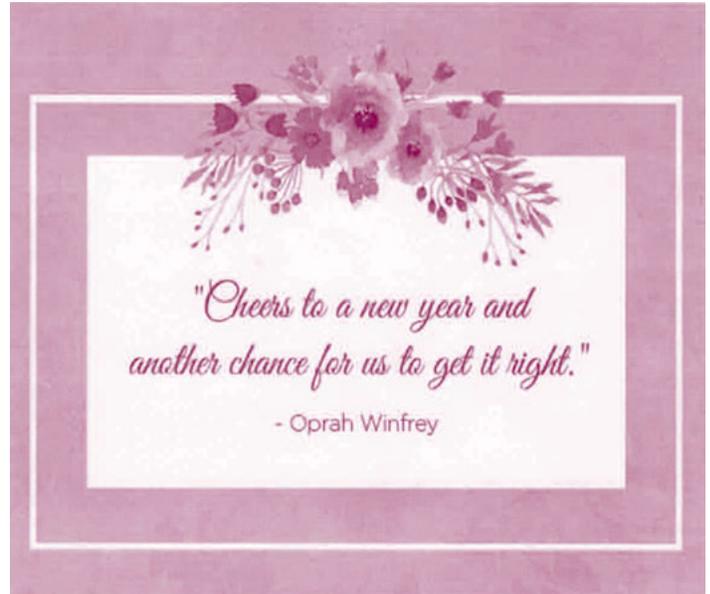
Mail your ticket to:

Ladies First Choice, 2337 Belleair Rd., Ste. E, Clearwater, FL 33764

PLEASE REMEMBER TO CALL AHEAD FOR AN APPOINTMENT!

Brain Teaser Answers

- A-1. A candle.
- A-2. There weren't any stairs, it was a one story house.
- A-3. Neither, they both weigh one pound.
- A-4. All 12 months.
- A-5. A teapot.
- A-6. The woman is blind and she is reading Braille.
- A-7. Throw the ball straight up in the air.
- A-8. Ruger.
- A-9. Stop imagining.
- A-10. $888 + 88 + 8 + 8 + 8 = 1,000$
- A-11. Seven (take away the "s" and it becomes "even.")



New Year's Resolutions

Well, it's that time of year again when we all promise ourselves to better our life. We know what things need to be changed in our lives so that we can make them better, maybe simpler, healthier, wealthier, wiser, and the list goes on and on. A New Year's resolution is a promise a person makes for the new year. Regardless of what resolution you commit to, the goal is to improve life in the coming year. Resolutions can come in many forms. Some people make a promise to change a bad habit, such as quitting smoking or eating less junk food.

A little history lesson on New Year's resolutions. The ancient Babylonians are said to have been the first people to make New Year's resolutions, some 4,000 years ago. They were also the first to hold recorded celebrations in honor of the New Year, though for them the year began not in January, but in mid-March, when the crops were planted.

Here is some information that you may find informative and helpful in fulfilling your New Year's Resolution.

According to a recent poll, the most common New Year's resolutions include:

- Exercise more (38 %) • Lose weight (33%) • Eat more healthily (32%) • Take a more active approach to health (15%)
 - Learn new skill or hobby (15%) • Spend more time on personal wellbeing (12%)

Making your New Year's resolution stick:

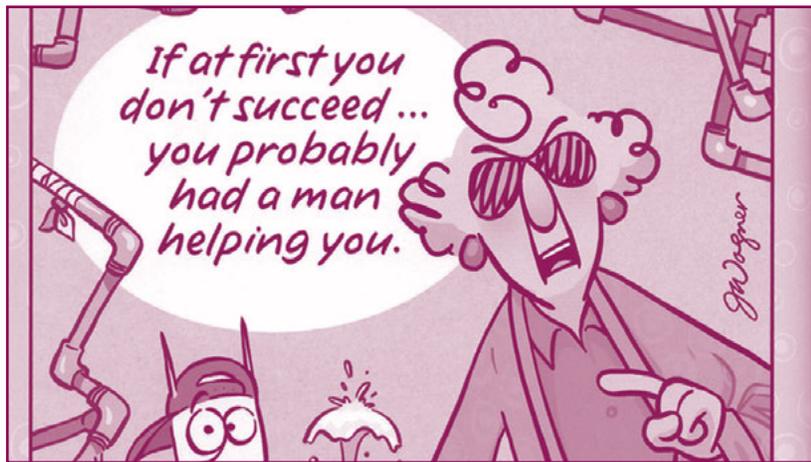
- Lose weight? Check. • Start small. Make resolutions that you think you can keep.
- Change one behavior at a time. Unhealthy behaviors develop over the course of time.
 - Talk about it. Share your experiences with family and friends.
 - Don't beat yourself up. Perfection is unattainable. • Ask for support.

Great tips for keeping your New Year's Resolutions this year:

- Choose a Specific, Realistic Goal • Pick Just One Resolution • Don't Wait Until the Last Minute
- Start With Small Steps • Avoid Repeating Past Failures • Remember that Change is a Process
- Don't Let Small Stumbles Bring You Down • Get Support from your Friends and Family

I recently read that 80% of all New Year's resolutions fail by mid-February. Again this year, my New Year's resolution is to do something I enjoy. My friends and I get together at least twice a month for a nice luncheon. However, I often make excuses why I can't join the group to just enjoy a great lunch (low calorie, of course) and chit-chat with them. This year I am planning on making every luncheon, and will even suggest a movie afterwards. I know, movies, the popcorn and drink are expensive, but I enjoy doing these things. It reminds me of my youth when I went to matinees to see my favorite movie stars, which was an escape from the daily stress we put on ourselves to accommodate others. Well, now it's my turn to enjoy the simple things in life. Do something that you enjoy throughout the year.

ALL OUR FITTERS ARE BOARD CERTIFIED



**YOU ARE NEVER TOO OLD
TO SET ANOTHER GOAL
OR TO DREAM A NEW DREAM**

- C.S. LEWIS

LADIES FIRST CHOICE ABOUT US...

Our company was established in 1985, and was the first company to do in-home fittings. While we still do in-home fittings at no charge, we opened our first Clearwater boutique in 2002. January 2015, we relocated to a much larger boutique that includes a spacious reception area, product display showroom, accommodating dressing rooms and larger warehouse to stock more product.

We are a fully accredited facility certified by The American Board for Certification in Orthotics, Prosthetics and Pedorthics. All fitters are Board Certified and provide you with the proper fitting and selection of the lightest weighted breast forms available, flattering bras, swim wear, lingerie, full figure bras and other mastectomy related accessories.

Please visit our store often as we are always updating our inventory by bringing in the newest products from our suppliers. These new breast forms, stylish bras and swim wear will make you feel like new again.

We carry a full line of thirteen major brands of mastectomy products from:

<i>Luisa Luisa</i>	<i>Amoena</i>	<i>Jodee</i>
<i>Jillianna</i>	<i>Trulife</i>	<i>Still You</i>
<i>New Day</i>	<i>Nearly Me</i>	<i>Almost U</i>
<i>Classique</i>	<i>Coobie</i>	<i>Anita</i>
<i>American Breast Care</i>		

Come to the store to see our "wall of bras" for the largest selection of fashionable bras in Florida. A wide variety of new styles, colors and patterns are now available.

We service the following counties:

<i>Pinellas</i>	<i>Hillsborough</i>	<i>Manatee</i>
<i>Pasco</i>	<i>Hernando</i>	<i>Polk</i>
<i>Sarasota</i>		

We accept assignment on most insurance companies, Medicare, HMO's, and PPO's. We have a billing department designed to handle all claims and answer your insurance questions.

The boutique is conveniently located in central Pinellas County. We are located at 2337 Belleair Rd, Suite E, Clearwater, FL 33764. Belleair Road is easily accessible from both US HWY 19N and Belcher Road. Look for our sign on Belleair Rd, or just call us for more detailed directions: 727-535-4446.

Also check us out on our website www.ladiesfirstchoice.net, and follow us on Facebook. SEE YOU SOON!

Coconut Snowflake Cake

- 1 box (18.25 oz.) devil's food chocolate cake mix, like Duncan Hines.
- 1 cup sour cream • 3 large eggs
- 1/3 cup raspberry liqueur, like Chambord
- 1/2 cup mini chocolate morsels
- 1 pkg. (8 oz.) cream cheese at room temperature
- 1 jar (7.5 oz.) marshmallow cream
- 1 container (8oz.) frozen whipped topping, like Cool Whip, thawed
- 1/2 cup seedless raspberry preserves • 2 cups sweetened coconut



Directions

Heat oven to 350°f. In a bowl with a mixer on medium speed, beat the first 4 ingredients for 3 min. Stir in chocolate, divide batter among three 8" greased and floured pans. Bake 25 min.; cool. In a bowl with a mixer, beat the next 2 ingredients for 1 min. Fold in whipped topping. Place 1 cake layer on plate; top with 1/4 cup preserves and 3/4 cup cream mixture, leaving 1/2" border. Repeat layering. Add third cake layer. Coat cake with remaining cream mixture and coconut. Top with berries, if desired.

Prep time: 10 min. - Total time: 40 min. plus cooling time

WE PROVIDE IN HOME FITTINGS -NO CHARGE-!



2337 Belleair Road, Suite E
Clearwater, FL 33764

(727) 535-4446 • 1 (888) 301-4404

PRESORTED STD
U.S. POSTAGE
PAID
TAMPA, FL
PERMIT #3311

PHONE: 727-535-4446

TOLL-FREE: 1-888-301-4404

**Store Hours: Monday - Friday 10-5
Saturday 10-2 (By Appointment Only)**



Driving directions...

Ladies First Choice is centrally located at 2337 Belleair Road, Suite E, in Clearwater, Florida. The boutique is located on the west side of US 19, on Belleair Road.

From Gulf to Bay Blvd. (SR 60): Turn south on US 19 Frontage Road, pass Harn Blvd. and Nursery Road then turn right on Belleair Road.

From East Bay Drive vicinity: Heading north on US 19 Frontage Road, proceed to Belleair Road (0.4 miles past Cove Cay Dr.) and make a left.

For verbal instructions, please call the store for directions.

Daylight Savings
Time begins on
March 10th.
Remember to set
your clocks
ahead
1 hour!



**Also . . . Check out our website at www.ladiesfirstchoice.net • catch us on Facebook
And . . . Check out and add reviews on Google & Yelp!**



*MEDICARE, HMOs & PPOs.
We will get your authorization or prescription.
Let our billing department do all the work.*

**Established
1985**