



Ladies First Choice NEWSLETTER

Established 1985

(727) 535-4446

www.ladiesfirstchoice.net

2337 Belleair Road Suite E - Clearwater, FL 33764

FALL 2020



Ladies First Choice Now Open!



Angel



Suzanne



Rachel



At Ladies First Choice, the safety of our customers and staff is our number one priority. We have opened our store and are following strict protocols to ensure a clean and sanitary environment. WE WELCOME YOU BACK!

Ladies,

The long, hot summer season will soon be coming to an end. The fall season will be here and with its arrival we are quite the busy bees here at Ladies First Choice. First and foremost, we hope that you, your family and friends are all doing well during these tough times. Your health and safety is always our number one concern.

This will be the last newsletter of the year. We hope that you have enjoyed reading everything our newsletter has offered this year. We are proud to say that Ladies First Choice has been providing breast cancer survivors with fittings and support since 1985, WOW! That is thirty-five years of dedication to improving the well being of women after breast surgery. Our mission remains to select and fit quality breast forms and bras to ensure your comfort and restore your confidence. We offer breast forms in a wide range of shapes and sizes to compliment your natural body, and bras that feature the softest materials we can find. Our goal is to provide a proper and secure fit while complimenting your body and making you feel beautiful.

October is Breast Cancer Awareness month and we would like to acknowledge our amazing customers and survivors. We know that it is a battle to

achieve a successful outcome in the fight with this disease and we commend you on the ever-winding uphill battle. We are showing this support by hosting a yearly event with raffles, awareness products and more! Every year we team up with Madeira Beach Fire Department and sell Awareness T-shirts to raise money for survivors with no insurance. Pictures of this year's T-shirt can be found to your right.

Many mastectomy product companies are also teaming up with various organizations to raise money by selling Limited Edition Pink products! We will be showcasing many of these items in our store! All donations and proceeds from these sales will be used for complimentary fittings in new products to uninsured survivors. Our goal this year is to raise enough to fit TEN uninsured breast cancer survivors.

Please call us to make an appointment to see these new products in store! If you cannot make it in store call us and we will work with you to find a way to show off all the new things we have available! We can consult with you on the phone regarding any orders, insurance questions and even contact your doctor to be sure everyone eligible for products this year can receive them without fear of their health and safety.

We thank you for the opportunity to assist you in this journey and the support you have given Ladies First Choice over the years. We look forward to seeing you soon!
-The Girls



As per CDC guidelines, proper Personal Protection Equipment (PPE) must be worn in the store. You are encouraged to wear your own personal mask, but if you do not have access to one, we will gladly supply one to you.

November 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**



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.

Trivia for all the Family

These questions are challenging - Winner will be invited to play Jeopardy on TV!

1. What is a group of turkeys called?
A. A clutch
B. A rafter
C. A brood
D. A peep
2. What car sold more than one million units in 1965 and still holds the record today?
A. Ford Falcon
B. Chevy Impala
C. Ford Thunderbird
D. VW Beetle
3. What was the first car that was mass-produced?
A. Ford Runabout
B. Ford Model-A
C. Ford-Model-T
D. Ford-Model-B
4. How many films did Sean Connery play James Bond in?
5. Which Indiana Jones movie was released back in 1984?
6. What was the name of the actor who played Jack Dawson in Titanic?
7. Who hosted the "Tonight Show" before Johnny Carson?
8. Which iconic TV show featured the main characters: Samantha, Carrie, Cynthia, and Charlotte?
9. Which cartoon character lives in a pineapple under the sea?
10. How long is the gestation period of an African Elephant?
11. What is a female donkey called?
12. Which mammal has no vocal chords and they can see colors (Hint: You've seen them at Busch Gardens.)
13. What's the fastest land animal in the world? (Hint: You've seen them at Busch Gardens.)
14. How many eyes does a bee have?
15. What name is used to refer to a group of frogs?
16. Clint Eastwood starred as Harry Callahan in the title roll of this 1971 crime thriller?
17. Who was the only President to have never lived in the White House?
18. Do sponges have hearts?



Don't miss out on your 2020 Benefits

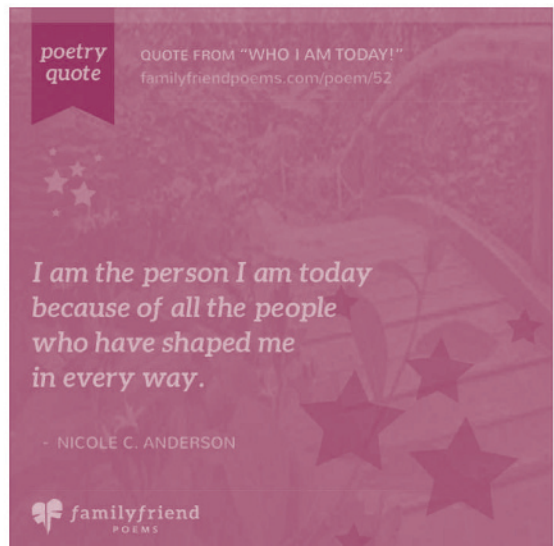
The end of the year is approaching, and you may have met your annual health care deductible, which means now is the time to use the benefits available to you! Please give us a call to determine your eligibility and benefits. If you do not act before the end of 2020, you could miss out on these benefits that are no cost to you! We are now offering in store as well as mailing out products to protect your health in these uncertain times. Call us today to set up your appointment.

(727) 535-4446

We are here to help!

Jackson is wishing you a Fantastic end to 2020!

By now I'm sure you all know Jackson and the impact he has made on this Ladies First Choice team. Jackson is growing like a weed and just one big ball of attitude! He is learning new things every day; especially how much he can push Mommy and Daddy's buttons! Jackson is excited for the upcoming Holiday Season, especially Thanksgiving, the boy loves his food! He is wishing you all the tricks and treats for Halloween, all the thanks and giving on Thanksgiving, all the holiday cheer, and hopes that we ring in the 2021 Year on a high note!



FALL IS HERE!



This year, once again Ladies First Choice will be teaming up with American Breast Care Specialist Robin Behrendt for our 4th Annual Fall Fit Event. This event is a Ladies First Choice tradition to honor our wonderful customers and has become a bigger success each year! This year, like in past years, we will be raffling off a handmade quilt to one lucky customer and selling Madeira Beach Fire Department Breast Cancer Awareness T-shirts to raise money for uninsured survivors. If you have a friend who needs a fitting, but has no insurance, please let us know and we will include her in our fitting schedule. So don't forget to fill out and mail in your raffle ticket located at the bottom of this page. While t-shirt sales and raffle entries will be available through the entire month of October, Robin will be here October 20th & 21st to assist us with fittings and offer her services and knowledge of American Breast Care products. Robin is a twenty year, two time, cancer and double mastectomy survivor and has the compassion and experience to relate to your needs. Prior to her breast cancer diagnosis, Robin was a Registered Nurse for many years. After her recovery, Robin chose to help others who were experiencing the struggles of life after breast surgery. She joined American Breast Care and is now a leading advocate to help breast cancer survivors.

The October Fall Fit Event
OCTOBER 20th - 21st, 2020
Event Hours: 10 am - 4 pm

Ladies First Choice
2337 Belleair Road, Suite E
Clearwater, Florida 33764



To show our appreciation, anyone who is fit on the days of this event will receive a free ABC 103 Rose Contour Bra as well as receive an entry for a special edition Ladies First Choice T-shirt!

*Light refreshments and snacks will be served at this event.
Please call and schedule an appointment. Phone: (727) 535-4446*

Breast Cancer Quilt Raffle

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____

Winner will be contacted on Wednesday, November 25th, 2020
Mail your raffle ticket to:
Ladies First Choice • 2337 Belleair Road • Suite E • Clearwater, Florida 33764
Your donations are appreciated



Breast Cancer Raffle Quilt



Ladies First Choice T-Shirt

Six Little Stories with Lots of Meanings

- Once all villagers decided to pray for rain. On the day of the prayer, all the people gathered, but only one boy came with an umbrella.
That is faith.
- When you throw babies in the air, they laugh because they know you will catch them.
That is trust.
- Every night we go to bed without any assurance of being alive the next morning, but we still set the alarms to wake up.
That is hope.
- We plan big things for tomorrow in spite of zero knowledge of the future.
That is confidence.
- We see the world suffering, but still, we get married and have children.
That is love.
- An old man's shirt has a written sentence "I am not 80 years old: I am sweet 16 with 64 years experience."
That is attitude.



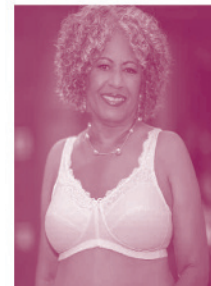
Pink Limited Edition Products *While Supplies Last*



Amoena Pink
Lara Satin Bra
Style: 44708



Anita Pink
Forms
Style: 1086



ABC Pink Bra
Style: 101



Trulife Pink Bra
Style: 210



ABC Pink
Contour Bra
Style: 103

PLEASE REMEMBER TO CALL AHEAD FOR AN APPOINTMENT!

Correct Trivia Answers

1. A rafter
2. Chevy Impala
3. Model A
4. 7 movies
5. Indiana Jones and the Temple of Doom
6. Leonardo DeCaprio
7. Jack Paar
8. Sex and the City
9. Spongebob Squarepants
10. 22 months
11. A Jenny
12. A giraffe
13. The cheetah
14. Five
15. An army
16. "Dirty Harry"
17. George Washington
18. No



Keep on Walking..... It's a simple exercise.

Walking is one of the easiest and yet sneakiest workouts around. It seems so basic and simple, yet with a few variations you can make walking more intense. With so many Americans working from home, walking provides a great way to get your exercise without fancy equipment or clothing.

While walking is pretty much second nature, experts say that certain rules can help step up the weight loss and cardiovascular benefits of this popular form of exercise.

According to Well + Good, there are subtle tweaks you can do to make walking more effective.

1. Stand tall. Harvard Health advises you to leave that hunched-over posture behind and extend your spine tall and straight as if someone was pulling a string attached to the crown of your head.
2. Keep your eyes level. Looking down at the ground stresses your neck and back. Gaze at a spot 20 feet ahead to avoid stumbling over obstacles.
3. Bring your shoulders back and down. Don't shrug them into the ears or round them forward, say the experts at Harvard Health. This helps reduce tension in the upper back and neck. And swing your arms to burn more calories and release upper body tension.
4. Pick up the pace. According to Medical News Today, walking briskly burns excess calories to help you lose weight.
5. Walk uphill. If you really want to burn fat and calories as well as increase cardiovascular fitness, walk uphill regularly. If you are using a treadmill, increase the incline gradually. Walking up and down stairs is an excellent way to get fit, so skip the elevator.
6. Try taking shorter walks throughout the day. Experts say that shorter, more frequent walks have fat-burning benefits and may be easier to incorporate into your daily routine. According to Medical News Today, one study showed that for inactive people over the age of 60, walking for 15 minutes, three times daily controlled blood sugar levels better than walking once a day for 45 minutes.

ALL OUR FITTERS ARE BOARD CERTIFIED

The Master Weaver

When grey threads mar life's pattern
And seem so out of line,
Trust the Master Weaver
Who planned the whole design;

For in life's choicest patterns
Some dark threads must appear
To make the rose threads fairer,
The gold more bright and clear.

The pattern may seem intricate
And hard to understand,
But trust the Master Weaver
And His steady, guiding hand

Attitude

"The longer I live, the more I realize
the impact of attitude on life.
Attitude to me is more important than
facts. It is more important than the past,
than education, than money, than cir-
cumstances, than failures, than suc-
cesses, than what other people think or
say or do. It is more important than ap-
pearance, giftedness, or skill. It will
make or break A company, A church,
A home. We cannot change the in-
evitable. The only thing we can do is
play on the one string we have, and that
is our attitude. I am convinced that life is
10% what happens to me, and 90% how
I react to it. And so it is with you...
We are in charge of our attitudes!
- Charles Swindoll

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 fit-
tings at no charge, we opened our first
Clearwater boutique in 2002. January
2015, we relocated to a much larger bou-
tique that includes a spacious reception
area, product display showroom, accom-
modating dressing rooms and larger
warehouse to stock more product.

We are a fully accredited facility certi-
fied by The American Board for Certifi-
cation in Orthotics, Prosthetics and
Pedorthics. All fitters are Board Certi-
fied and provide you with the proper fit-
ting and selection of the lightest
weighted breast forms available, flatter-
ing bras, swim wear, lingerie, full figure
bras and other mastectomy related ac-
cessories.

Please visit our store often as we are al-
ways updating our inventory by bringing
in the newest products from our suppli-
ers. 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:
Luisa Luisa Amoena Jodee
Jillianna Trulife Still You
New Day Nearly Me Almost U
Classique Coobie Anita
American Breast Care

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

We service the following counties:

Pinellas Hillsborough Manatee
Pasco Hernando Polk
Sarasota

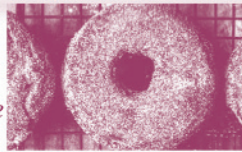
We accept assignment on most insur-
ance companies, Medicare, HMO's, and
PPO's. We have a billing department de-
signed to handle all claims and answer
your insurance questions.

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 acces-
sible from both US HWY 19N and
Belcher Road. Look for our sign on Bel-
leair 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!

Best Apple Cider Doughnuts!

*These sugared doughnuts are craggy and crunchy on the outside,
tender and moist on the inside. Apple butter (not sauce!) is key to
their texture and flavor; look for it alongside jams and jellies in the
supermarket, or at farmers' markets, or make your own.*



- 2 (3-inch) cinnamon sticks • 3 cups apple cider • 1/2 cup apple butter
- 1/2 cup buttermilk • 2 tsp vanilla extract • 1 tbsp plus 2 tsp baking powder
- 1 tsp kosher salt • 1/4 tsp baking soda • 1/4 tsp freshly grated nutmeg
- 3-1/2 cups all-purpose flour, plus more for dusting
- 1 tbsp plus 1 tsp ground cinnamon, divided
- 6 tbsp unsalted butter, room temperature • 1/4 cup (packed) light brown sugar
- 1-1/4 cups granulated sugar • 2 large eggs
- Vegetable oil (for frying; about 4 cups)

Special Equipment; 3-1/4 inch diameter cutter, 1-1/4 inch diameter cutter,
and deep fry thermometer

Preparation: Bring cinnamon sticks and apple cider to a boil in a large skillet over
medium-high heat and cook until liquid is thick, syrupy, and reduced to about 1/3 cup,
20-30 minutes. Scrape into a medium bowl and whisk in apple butter, buttermilk, and
vanilla until incorporated; set aside. Whisk baking powder, salt, baking soda, nutmeg, 3-
1/2 cups flour, and 1 tsp ground cinnamon in a medium bowl. Using an electric mixer
on medium-high speed, beat butter, brown sugar, and 1/4 cup granulated sugar in a large
bowl until light and fluffy, about 4 minutes. Add eggs one at a time, beating until well
blended after each addition. Reduce mixer speed to low and add dry ingredients in 2 ad-
ditions, alternating with cider mixture in 2 additions, starting with dry ingredients and
ending with cider mixture (dough will be very soft and sticky). Scrape dough onto a
parchment lined-rimmed baking sheet thoroughly dusted with flour (1/3 cup). Dust hands
and top of dough with more flour; then gently pat dough to 3/4" thick. Dust with more
flour and tightly cover with plastic wrap; chill dough for 3 hours. Whisk remaining 1 cup
granulated sugar and 1 tsp cinnamon in a small bowl until no lumps remain. Working
on baking sheet, punch out as many rounds as you can with 3-1/4 cutter; then use 1-1/4
cutter to punch out center of each round. Gather scraps, reserving holes, and gently re-
roll without overworking dough; repeat until all dough has been used (should have about
18 doughnuts). Set a wire rack inside a paper towel-lined rimmed baking sheet. Fit a
large pot with deep-fry thermometer and pour oil to a depth of 3" Heat over medium-
high until thermometer registers 350°. Working in batches, fry doughnuts until deep
golden brown, about 3 mins per side. Move to prepared rack and let cool slightly. Fry
doughnut holes until deep golden brown, about 2 mins per side. Move to rack and let
cool slightly. Toss doughnuts and doughnut holes in cinnamon sugar. Dough can be made
1 day ahead; cover and chill.

HAVE A HAPPY HOLIDAY SEASON!



2337 Belleair Road, Suite E
Clearwater, FL 33764

(727) 535-4446

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

PHONE: 727-535-4446
Store Hours: Monday - Friday 10-5



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 Ham Blvd. and Nursery Road then turn right on Belleair Road.

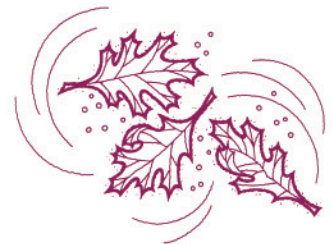
From East Bay Drive vicinity: Heading north on US 19 Frontage Road, proceed to Belleair Road (0.4 miles past Cove Cay Dr.) and make a left.

For verbal instructions, please call the store for directions.

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

Daylight Savings
Time ends on
November 1st.
Remember to set
your clocks back
1 hour!

Ladies First Choice
NEWSLETTER
Fall 2020



Fall is here...
**Come see our awesome
selection of swimwear!**
(LOL, only in Florida.)



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

**Established
1985**