

## **SARASOTA SCARF DESIGNER GRANTED U.S. PATENT FOR THE BEAUBEAU® HEAD SCARF**

*Susan Beausang, Sarasota scarf designer and President of 4Women.com, Inc., was granted U.S. Patent Number 7,707,656 for her one-of-a-kind scarf design*

**May 17, 2010 – Sarasota, FL** -“Beautiful bald heads come in many sizes,” explains Susan Beausang, creator of The BeauBeau®, a newly patented, pre-fitted headscarf for women and girls with medical hair loss. While other medical head wear options may offer security at the expense of style and beauty, comfort at the expense of security, or style without a custom fit or styling options, *only* The Beaubeau® combines custom fit, maximum comfort and security, with runway fashion appeal, specifically for the women who have lost their hair, but not their sense of style. The proof is in U.S. Patent Number 7,707,656, recently granted to Sarasota scarf designer, Susan Beausang, for her one-of-a-kind scarf design.

The Beaubeau® is uniquely designed to give some fullness at the back of the head without creating any gaps at the sides or around the perimeter of a woman's head. A less-than-perfect fit may be acceptable for someone with hair but for women with medical hair loss, security and comfort are two non-negotiable features. The Beaubeau® is lined with exquisitely soft cotton, so that even the most sensitive heads are covered in comfort. Unlike other medical head wear, The Beaubeau® offers maximum security and comfort without compromising style or fashion appeal. The Beaubeau®'s unique design allows Beausang to combine designer fabrics, such as silk, with non-binding seams to create the perfect fit, offer maximum comfort and rule out scarf slippage. *Only* the Beaubeau® scarf offers this kind of custom fit, comfort, security, and fashion appeal, in over 350 fabric styles, and is now protected by U.S. Patent Number 7,707,656, with others applications pending.



[Susan Beausang](#) lives with AU (Alopecia Universalis), an autoimmune disease that causes complete hair loss. Having lost her hair, she was not willing to surrender her comfort, confidence, or sense of style. Faced with a lifetime of insecurity, discomfort, and alienation from the world of feminine fashion and beauty, she designed The BeauBeau®, a scarf that unites the worlds of fashion and medical headwear. The Beaubeau®'s unique design allows women to style their Beaubeau in many different ways as though they were styling their own hair. Having designed a comfortable and fashionable solution for women with medical hair loss, Beausang then founded 4Women.com, Inc., a company with a mission to help women cope with medical hair loss in a dignified and stylish manner. Having initiated the patent process three years ago on March 2, 2007, Susan Beausang became the proud recipient of this unique scarf patent on May 4, 2010.

Because beauty comes in all sizes, styles, shades and hair lengths (including bald), Beausang discovered an unmet demand for a fashionable solution to female medical hair loss. 4Women.com, Inc. exists to meet that demand with The Beaubeau®, “beautiful scarves for beautiful heads”. The proof is not only in the U.S. patent, but in the confident smiles that grace the many Beaudivas here and abroad who rediscover their beauty with The Beaubeau®.

**About 4Women, Inc.**

4Women.com, Inc. is a Sarasota, FL- based corporation that specializes in providing fashionable solutions to women and girls with medical hair loss. The Beaubeau® head scarf is sold online at <http://www.4women.com> to customers worldwide and through retail outlets in the U.S., Canada and Europe. The mission of 4Women.com, Inc. is to help women and girls cope with the emotional upheaval of medical hair loss in a dignified and stylish manner and to advocate for greater awareness of the emotional impacts of medical hair loss for women and girls.

For more information on The BeauBeau® and 4Women.com, Inc. please contact Susan Beausang at 941-361-2408, or email: [susan@4women.com](mailto:susan@4women.com), or visit <http://www.4women.com> .