



The
HATTY
AWARDS

2012 Hatty Awards Winners

Susan Beausang - 4Women.com, Inc .

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With a hospital foundation grant, 4Women.com re-stocked the Scarf Bank at a community hospital with Beabeau scarves for low income women undergoing cancer treatment.

"We co-authored an article published in the Clinical Journal of Oncology Nursing. It was written for oncology nurses with the objective of raising awareness about the importance of preparing and empowering women in the face of chemo-induced hair loss. We released the Swimbeau, a swim cap designed specifically for women with hair loss.

The swimbeau is made of reversible, fast drying swimsuit fabric. It is stylish and comfortable enough to wear all day for swimming or on the beach. 4Women.com offers a separate decorative headband flower that can be worn around the Swimbeau. It comes in six reversible colors to match swimwear and is available in three women's sizes and two girl's sizes.

After losing my hair due to the autoimmune disease, Alopecia Universalis, I found no fashionable headwear options for women in my situation, so I designed my own. Women with hair loss are faced with wearing something on their head most of the time and need options that combine a secure fit, comfort, convenience and fashion!

Just because we lose our hair, we should not have to surrender our sense of fashion or style. The Beabeau is my solution, and the fashionable solution I now offer to all women and girls with medical hair loss.

My mother is my greatest inspiration, she is 89, and is a 25-year breast cancer survivor. Through it all she has remained feisty and determined to maintain her independence and joy for life. She is always giving and helping others. "

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