

PRESS RELEASE



Mothers with low incomes can now receive PAXMAN scalp cooling free of charge through pioneering fund

[PAXMAN](#) has launched a fund in collaboration with national non-profit [HairToStay](#) that allows mothers living on ultra-low incomes with their children, to access PAXMAN scalp cooling completely free of charge.

'*The Sue Paxman Fund for Mothers*' will give two women every month free scalp cooling treatment to retain a degree of control and help them keep their hair during chemotherapy.

The first two recipients will be a 27-year-old, single mother of two and a mother of three, both from Texas. They both began treatment after Thanksgiving.

To be eligible, mothers must have children living at home, have a household income of up to two times the Federal Poverty Level and use the PAXMAN Scalp Cooler during their chemotherapy treatment.

The project is being run in conjunction with HairToStay and has been set up to honor the memory of Sue Paxman – the legacy behind the PAXMAN Scalp Cooler. With this fund these women will no longer need to worry about how they will pay for any amount of the scalp cooling costs.

During her treatment for breast cancer, Sue's curly hair fell out in clumps, which was the most traumatic part of her treatment. At just 14-years-old, Sue's daughter Claire cut off her Mum's hair - an experience which was distressing for the whole family.

Sue's husband Glenn and brother-in-law Neil worked tirelessly for many years to develop a scalp cooler which would stop men and women from losing their hair during chemotherapy. Mrs Paxman died in 2000 but through the PAXMAN Scalp Cooling system, her legacy lives on.

Sue's son Richard Paxman, CEO of PAXMAN said: "*The Sue Paxman Fund for Mothers*" will ensure that mothers who cannot afford scalp cooling can still access this important treatment. Our whole family know from personal experience how much of a difference saving her hair made to Sue. This is something which is so important to us and is our way of giving something back this holiday season and beyond. We are regularly contacted by mothers who say losing their hair is traumatic not only to them but their children, and wider family, as it makes them look and feel ill. Scalp cooling offers normalcy and strength to the whole family. We are thrilled to launch the fund in Mum's honor"

The Paxman Cooling System (also known as the 'cold cap') alleviates the damage caused to the hair follicles by chemotherapy. It works by reducing the temperature of the scalp by a few degrees immediately before, during and after the administration of chemotherapy. Liquid coolant passes through the cap extracting heat from the patient's scalp, ensuring the scalp remains at an even, constant temperature to minimize hair loss.

Bethany Hornthal, co-founder of HairToStay, added: "Mothers going through cancer and chemo bear a very large burden. By creating the Sue Paxman fund in honor of his own mother, Richard has ensured that other mothers can avoid any additional burden associated with having to pay for their scalp cooling treatment. HairToStay is honored to partner with Paxman to make this fund a meaningful reality."

To date PAXMAN's clinically proven cold cap system has helped over 100,000 cancer patients in more than 25 countries worldwide to retain their hair during chemotherapy.

In April 2017, the PAXMAN Scalp Cooler was cleared by the US Food and Drug Administration (FDA) for use by breast cancer patients. In June 2018 it was given expanded clearance and can now be used during treatment of patients with solid tumors such as: ovarian, breast, colorectal, bowel and prostate cancer.

To find out more about 'The Sue Paxman Fund for Mothers' visit the [PAXMAN website](#).

Notes to editor:

More information about Paxman

PAXMAN is the leading global expert in scalp cooling for the prevention of hair loss during chemotherapy.

In the US, the company have developed a unique sales approach which involves a pay per-treatment or pay-per-patient revenue model. It was the company's aim to revolutionize the current landscape of scalp cooling by ensuring that affordability is at the center of the treatment, thus enabling more patient choice. Through the PAXMAN Hub, patients are supported throughout their scalp cooling journey from start to finish.

Made from lightweight silicone, the scalp cooling cap is soft and flexible - providing a snug, yet comfortable cap during treatment. Moulding to all head shapes and sizes, liquid coolant passes through the cap extracting heat from the patient's scalp, ensuring it remains at an even, constant temperature to minimize hair loss.

Backed by leading oncologists from around the world, the system has achieved global success in many hospitals and specialist cancer treatment centers.

Media Contacts

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