

Health & Beauty

PENGUIN COLD CAP THERAPY PROVIDING 90% SUCCESS RATE IN PREVENTING CHEMO-INDUCED HAIR LOSS

By Dru Jensen-Jones

There aren't too many people in this world with which one might cross paths that have not been touched by cancer in one form or another. Are some cancers "better" than others? Maybe. Those who have, and may not have had any one of several forms of cancer may think so. Or they may not. What about cancer treatments? Are some "better" than others? Such a thoughtful and subjective question, however, if you're a cancer patient facing a treatment for any type of cancer that might result in losing your hair, would you consider a therapeutic method that might prevent the loss of your hair and would also provide a 90% success rate? If so, then Penguin Cold Caps might be a viable solution for you!

Mr. Frank Fronda of Medical Specialties of California UK Ltd is



one of the worlds' leading authorities on the Penguin Cold Cap therapy. Mr. Fronda has worked extensively on the research of "scalp cooling" to reduce, and even stop, chemo-induced hair loss due to the myriad of prescription drugs required in the treatment of several varieties of cancers.

Penguin Cold Caps reduces chemo-induced hair loss by cooling the hair capillaries with a special cooling cap, which reduces the metabolic rate of the hair follicles, thus basically putting the hair follicles into a hibernated state. As this process occurs, it prevents the absorption of chemotherapeutic drugs into the hair bulbs of the scalp, preserving the bulb so that the hair remains intact, or, at best, provides for minimal hair loss as

treatment protocols continue.

Even though cold cap therapy has been around for over forty years, it had been developed in various devices and forms that were used with limited success, giving rise to the opinion that any sort of "scalp cooling" treatment was ineffective and "gimmicky". Mr. Fronda's research discovered that the cooling methodology needed to be fine-tuned in order to ensure the process was effectively targeting the hair follicle's metabolic rate. Today, patients incorporating Penguin Cold Caps into their treatment process are discovering that they're able to retain their hair, which, for many chemotherapy patients, is a key element in how they manage through their particular illness. 95% of Penguin Cold Cap patients said they would return to Penguin Cold Caps again, if future illness required additional rounds of chemotherapy.

How It Works:

The caps are applied prior to chemo treatments and are changed every 30 minutes to maintain effectiveness. The cold caps are stored in a specialty freezer that helps maintain the gel coolant level to ensure maximum effectiveness. The cooling caps are comprised of soft plastic that remains so at extremely cold temperatures. Velcro fasteners adjust to fit head sizes, including children. Each Penguin Cold Cap is supplied in a plastic "keep" box for ease of handling, and can be applied in 10-15 seconds. No scalp preparation is necessary. Penguin Cold Caps are made from medical grade hypo-allergenic polyurethane that's filled with a special formula of Crylon gel. The caps can be disinfected. All materials used in the manufacture of the Penguin Cold Cap are approved by the FDA in the USA.

Who Can Use Them?

Any man, woman, or child patient who has been prescribed drugs that will result in hair loss may use the Penguin Cold Caps, and most of these drugs are prescribed for patients diagnosed with breast, ovarian, lung, solid tumor, and/or throat and neck cancers. Penguin Cold Caps will not be an effective therapy protocol for leukemia or blood-related cancers. People who have been diagnosed with alopecia or natural balding may not use these caps, as the objective is to change the metabolic growth rate of the hair follicle, which is not present in these cases.

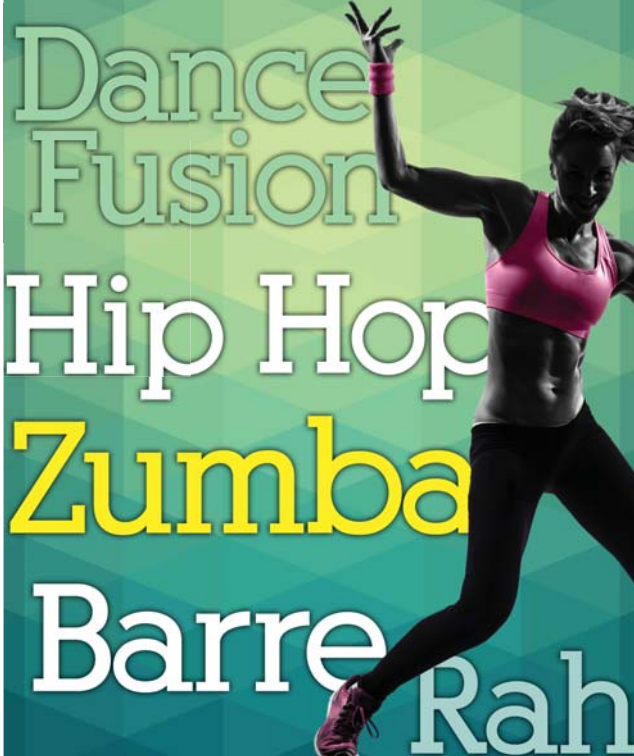
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(Penguin Cold Caps contin.)

How Much Do They Cost?

The cost for Penguin Cold Caps is typically quoted on a monthly or subscription basis depending in which country you are living. Penguin Cold Caps may be rented and there is a special freezer that must be in the area the patient will be receiving treatment; such as a hospital or treatment center, as the caps must maintain optimal cooling temperature to ensure maximum efficacy. A terrific organization called The Rapunzel Project (www.rapunzelproject.org) was formed by two former breast cancer survivors whose charter is focused on funding these special freezers to store the patients' cold caps pre-treatment. If you are a patient in need of assistance, or would like to contribute to their great efforts, please visit their website for more information.

Ms. Tricia Strong, Sales and Marketing Manager at Penguin Cold Caps in Los Angeles, California was diagnosed with breast cancer in 2011, and was prescribed six rounds of chemotherapy. Quite by accident,



she discovered Penguin Cold Caps, when her family in the UK told her about them. Scalp cooling

treatments through Penguin Cold Caps had been gaining considerable popularity in the UK in recent years. Tricia used them throughout her treatments, and they proved so personally effective for her, she knew her path was to ensure every cancer patient facing chemotherapeutic drug treatment was educated about how these "cooling caps" worked, and how everyone might be provided access to them.

When asked what she thinks is the biggest challenge in removing the stigma that "scalp cooling" is a gimmick, Tricia believes the process is multi-pronged; she believes one way is simply a matter of educating older physicians who have become



apathetic to the therapy, based on past experiences. She believes word-of-mouth referrals, and partnerships with cancer and other hair loss support groups is an important aspect. Mostly, however, today's patients are much more inclined to become their own health-care advocates in seeking out ways to make their cancer journey a personal, and more effective healing process for themselves, which is an important aspect in changing thoughts, as well. Tricia is very succinct in her key message, "Our main goal is to promote awareness that Penguin Cold Cap therapy is an

option for people undergoing chemo, or other drug protocols, that may result in hair loss. It is important that every woman gets told that she has an option." Tricia states. "I don't want people to have regret after discovering there might have been a really terrific option for them, after the fact."

For more information on Penguin Cold Therapy, please visit www.penguinoldcaps.com or you may contact Tricia Strong at penguinoldcaps@gmail.com. 310-918-6266 penguinoldcaps@gmail.com www.rapunzelproject.org

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