

PRESS RELEASE



New website guides breast cancer patients through their scalp cooling journey

A new website www.PaxmanUSA.com has been developed to support American women through every step of their scalp cooling treatment.

Developed by a British family who understand first-hand what it is like to lose hair due to cancer treatment, the Paxman Scalp Cooling System helps reduce hair loss throughout chemotherapy.

The new site has been designed to help people who are new to scalp cooling or who may not have heard of it before.

The one stop information site contains detailed information about what scalp cooling is, how it works, video demonstrations and even testimonials from American women who have used scalp cooling already.

SO, WHAT IS SCALP COOLING?

Chemotherapy works by targeting all rapidly dividing cells in the body. Hair is the second fastest dividing cell, and this is the reason why many chemotherapy drugs cause alopecia. The hair follicles in the growth phase are attacked, resulting in hair loss approximately two weeks after the commencement of the chemotherapy treatment.

The damage that chemotherapy causes to the hair follicle can be alleviated by using the scalp cooling treatment; also known as the 'cold cap.' It works by reducing the temperature of the scalp by a few degrees immediately before, during and after the administration of chemotherapy.

THE NEXT STEPS

www.PaxmanUSA.com features an online resource area designed to make the whole process easy as possible. In addition, The Paxman Hub guides patients through the whole process from everything from billing, reimbursement, nurse and physician support programmes and logistics.

Patients are provided with a personal Case Manager where they can then order and pay for their own scalp cooling cap and treatments. The Paxman Hub will offer full support on patient information, payer coverage, coding, and patient assistance programmes.

FINANCIAL SUPPORT

For anyone who needs help to pay for Paxman Scalp Cooling, then help is at hand. Hair To Stay is the only national non-profit subsidizing scalp cooling patients in the US. Just contact the Paxman Hub to apply for a subsidy to help you access Paxman scalp cooling treatment

at your local center. A case manager is on hand to offer support through the eligibility process. Visit www.hairtostay.org.

Paxman Scalp Cooling helps empowers patients to feel a greater sense of control throughout their treatment. To find out more or to see which centers are offering the treatment visit www.PaxmanUSA.com

NOTES TO EDITORS

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