



End of year report

2015 Project

“Les Centres de Beauté de CEW”

“Beauty helps patients to fight the disease in a better way”

Free Beauty Cares for patients in Hospital, part of the recovery process

The funds provided to your organisation for the current year by TFWA Care were donated following the approval of the TFWA Management Committee and board. Among the prerequisites for funding by TFWA Care are transparency and accountability. We would be grateful if you could send us a brief summary of the project, the objectives achieved, problems encountered, impact on the local community and indicators of the project's success. We will share the report with the Management Committee at the end of year meeting.

Please do not hesitate to report on the project's successes as well as any aspects that did not go according to plan. This serves to provide a greater understanding of the challenges and issues encountered by the communities on whose behalf your organisation is working. Any quantifiable indicators will also be helpful in your report.

Thank you.



CEW CdB = Les Centres de Beauté de CEW

Project details

1. Please summarise in a few words the project supported by TFWA CARE, including the principle objectives and duration.

Our association “Les Centres de Beauté du CEW » is dedicated to help patients fight more efficiently the disease they are suffering from by maintaining or recovering their self confidence and self-esteem through beauty cares, positive listening, relaxing time and advices.

The project supported by TFWA Care in 2015 is exclusively in Institut Gustave Roussy, the most important cancer Hospital in France with patients coming from all over Europe.

Cancer and therapies alterate thoroughly the physical comfort, appearance and attitude of the patients. High level of skin dryness, loss of hair, eyebrows and lashes, contribute to deteriorate their self confidence and self esteem. They fear the “look of pity” from their friends and family. They do not feel strong enough to face the physical results of disease and drugs in their own mirror.

Sometimes they are ready to stop the cure because they cannot stand to face the outside world whether at home or at work.

What our beauticians bring is:

- ✓ Efficacy against dry skin (hydration several times a day makes all the difference)
- ✓ Physical and psychological comfort, smile and positive listening. The beauty salon is relaxing, different from the rest of the hospital.
- ✓ Manicure: hands on the sheets are beautiful to look at and nail enamel with silicium protects the nails against chimio.
- ✓ Specific make-up and advices for the patients who lost their hair, eyebrows and lashes.
- ✓ Pampering, specifically when friends and family come to visit or for special occasions.
- ✓ Moral support and advices – smooth touch different from nurse’s touch!

They work in full coordination with medical and nurses teams.

All the products we use are given by brands but brandless for the patients and adapted to their needs.



2. What activities were carried out within the scope of the project over the course of the year?

Our 4 Socio-Estheticiennes will provide approximately 2 600 beauty cares to 2 000 patients by the end of 2015 (350 days).

They operate in our 2 beauty salons, in the patient's room, in day care department and in sterile room, (total cost 85 000 Euros).

The 40 000 Euros allocation from TFWA Care is concentrated on the beauty cares in our beauty salons (renovated with the financial support of TFWA Care in 2013-2014) and part of the day care department.

Owing to TFWA Care, our Beauticians will be able to give 1 300 beauty cares to 1 050 patients – See Chart 1-2-3 for more details (163 days 8 beauty cares / day).

Evaluation

3. Has the project been successful? Please outline the success factors for each objective as well as the challenges encountered and solutions adopted to overcome them.

- ✓ We now rely upon scientific publications and numerous testimonials from patients proving that the right beauty cares make them feel more self confident and more optimistic .
 - (Titeca G et Al J Eur Arcad Deramtol Veneral 2007 – Enquête Gustave Roussy / L'Oréal 2014-2015)
- ✓ Because the product and cares are truly efficient against high level skin and nail dryness (79% of patients are suffering from this – Enquête Gustave Roussy /L'Oréal 2014-2015).
- ✓ Because 1/3 of patients are loosing their eyebrows and lashes and need specific make-up (and advices to be able to do it one-self when back home) and 42% are loosing their hair and need the beauticians advices to overcome this (specific information in the INCA brochure : www-cancer.fr - publications).
- ✓ Because all our beauticians graduated to "Socio-Estheticiennes", a recognition of their expertise in hospital.
- ✓ Because since 5 years, beauty cares are officially part of "Soins de Support" included in the French Plan Cancer.
- ✓ Because when patients are taking the next chimiotherapy apointment, they take the appointment with the beautician the same day.



- ✓ Because we must deal with waiting list!

The challenges encountered are to face higher demands without affording more beauticians.

We have developed a shorter beauty care (specially used in the day care department) focusing on the hand and feet care (beauty and protection + fighting the dryness of feet and hands + smooth touch)

We give more beauty cares in the beauty salons and less in the patients rooms when the patient can move, shortening delays between patients.

4. Did the work accomplished this year help you learn lessons that will benefit future work?

We learn everyday:

- ✓ from patients who express their fears, their pain and torments and we are always trying to find new kind of beauty cares or products more efficient against dryness although still very mild for the skin.
- ✓ From the medical teams who are the best go between with the patients and who explain to our beauticians what are the side effects of new molecules.
- ✓ From our beauticians: we have 4 training sessions per year gathering 32 beauticians, and 2 or 3 groups of expression facilitated by a coach: taking care of patients in thorough pain, loosing the patients is harsh and morally difficult and our beauticians need morale support.
- ✓ From our coordinators. We have created 4 years ago 14 positions, now 20 of volunteer coordinators among the members of our association who are in charge of 1 or 2 hospitals, the relations with beauticians, and hospital, medical teams, the place and tidyness of the beauty salons.

Their main responsibility is to keep everything and everybody going right!

We know by experience that the beauticians need attention and support, the medical teams need to talk to a person responsible from the association and that the salons and products and everything in contact with the patients need to be perfectly clean and inspected regularly.



Sustainability

5. How has the project had a positive impact on the community/ies at the core of the project and what will be the long term benefits? Please explain if the project has helped empower the beneficiaries by providing greater autonomy.

- ✓ The project impacts the Hospital Community adding one more kind of care to help the patients.
- ✓ The project impacts on the patients and their friends and family – the more self confident, the more pampered, the more optimistic the patients are the better their entourage feels and the stronger they are to fight their disease and face normal life when back at home or/and at work.
- ✓ Forgetting all about their cancer (except for timely control) is the challenge for them to find again their own space in the community.

6. Will the project continue in the future or is it now complete? Will further funding be required in the future to complete the work? Please indicate if the initial funding request was a multi-year project. ** (see footnote)

- ✓ The project will continue in the future, as there are more and more patients suffering from cancer and more and more efficient but aggressive side effects of new therapies.
- ✓ Nevertheless, we will apply for the financial support of TFWA Care for another project, switching resources to IGR.

✓ **We thank very much TFWA Care for their support.**

Finance

7. Please provide a summarised breakdown of how TFWA Care funds were utilised for the project.

In one year the total of our costs excluding amortization and provisions will be in 2015 837 000 Euros and the beauticians invoice 3 460 days of prestations. The average cost per day is 242 Euros.

The 4 beauticians in 2015 in IGR will work normally 350 days.

The 40 000 Euros allocated by TFWA Care allows 170 days of beauty cares in the beauty salons and day care hospital where we can welcome around 1 050 patients who will benefit from 1 300 beauty cares. –

CONSEIL D'ADMINISTRATION DU 4 NOVEMBRE 2015									
ESTIME 2015 ET PRE BUDGET 2016 Centres de Beauté de CEW									
EMPLOIS	2014	Budget 2015	Estimé 2015		RESSOURCES	2014	Budget 2015	Estimé 2015	
Honoraires Esthéticiennes	645 236	710 000	699 903		Dons	49 038	60 000	37 765	
Achat matériel/Produits	3 908	6 000	5 000		Gala ou Soirée de charité	172 790	150 000	170 000	
(2) Lots opérations non monétaires	8 134		8 000		Opérations non monétaires	17 722		17 000	
(2) Produits beauté non monétaires	9 587				Opérations diverses	16 844	15 000	10 552	
Frais encadrement des Centres	11 646	12 000	11 879		Golf	28 554	20 000	38 773	
Formation des esthéticiennes	8 365	12 000	9 280		Vente aux enchères Tajan Stiletto			0	
Assurances	1 133	1 300	1 300		Opération Marionnaud	100 000	100 000	100 000	
Honoraires comptables	14 699	14 800	15 000		Partenariat	108 000	100 000	100 000	
Commissaires aux comptes	3 902	4 100	4 100		Subventions publiques	79 105	30 000	61 400	
Site Internet	4 100	18 000	18 000	(1)	Subventions hopitaux et laboratoires	43 000	81 769	97 770	
Salaires et charges	44 114	45 000	46 397		Dons affectés à des centres de beauté	89 657	80 000	134 496	
Location de bureau	23 858	25 000	25 345		Partenariat SOS Habitat&Jaurès	51 312	52 000	35 495	
Frais généraux	3 234	6 000	6 000						
Opérations RP/Communication	74	2 000	3 024						
Amortissements	3 407	4 000	4 000						
Dotations aux provisions	125 136		165 751		Reprises sur provisions N-1	137 654	125 136	125 136	
TOTAL CHARGES	910 531	860 200	1 022 978		TOTAL PRODUITS	893 676	813 935	928 387	
Résultat d'exploitation	-16 855	-46 265	-94 591						
Produits financiers	1 405								
Bénéfice/ Perte	-15 451	-46 265	-94 591						
(1) remodeling of our website 14 000 Euros (2) Cost per day in hospital Total charges less non and provisions and web site : 767 675 835 227 Nombre jours esthéticiennes : 3 288 3 456 Coût d'une jour d'esthéticienne : 233 242									
						Les Centres de Beauté CEW FRANCE cosmetic executive women			

IGR Testimonies

Maud (51)

"This is my 3rd breast cancer, 1st one in IGR where I got operated. After the operation, the nurse told me that I will be going through difficult times for my "beauty", my hairs and my skin during the chimio and radiotherapies. I knew already by experience for the chimio-my new hair hair does not look the same in color and thickness- but I had no experience of daily radiotherapy. What a torture it is! I was told by the nurse and several patients that I could have beauty cares and advices for free. I took an appointment out of curiosity after 3 weeks because I was feeling very tired and my skin was so dry I could hardly sleep.

The beautician is nice, human, she makes me laugh and explains what she can do, what I must do. She does not look at me with pity or with compassion but as a person. she did not ask me to sign lots of papers to put her responsibility out of jeopardy, After several appointments, even if I know I will no longer be a beautiful woman, I feel better, I smell good and I know how to cure my dry skin. Thanks to CEW."

Elsa, November 3 2015



“By the end of my treatment, i wanted to take care of my body again. The nurses told me about the CEW’s beauticians in the hospital. Perfect! Appointment taken quickly, and i was taken care of and it was more practical and smooth than an outside beauty salon.”

Julia, November 3 2015,

“I spent a pleasant relaxing and well being moment with the beautician during my body modelage. For a short moment i forgot that i was ill.”



The following testimonies were put on IGR Facebook

Isabelle R :“Many thanks to our favourite beauticians.”

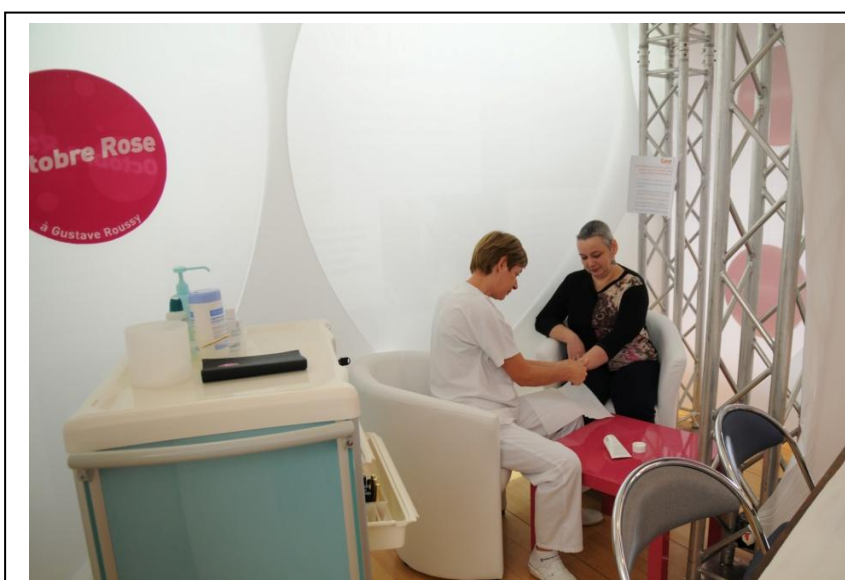
Adélaide P: “I feel better thank you very much for my nails being enameled with a nice bright blue color. One’s keep one’s femininity and it reinforces or soothes our nails which are stressed by the chimio. Thanks for the perfect welcome.”

Swan Lili: “You have to go to (the beauty salon) you feel relaxed.”

Brigitte B: “In la Rochelle Hospital there is no beautician although we definitely need them!”

Christine in the "Pink October" session in Gustave Roussy

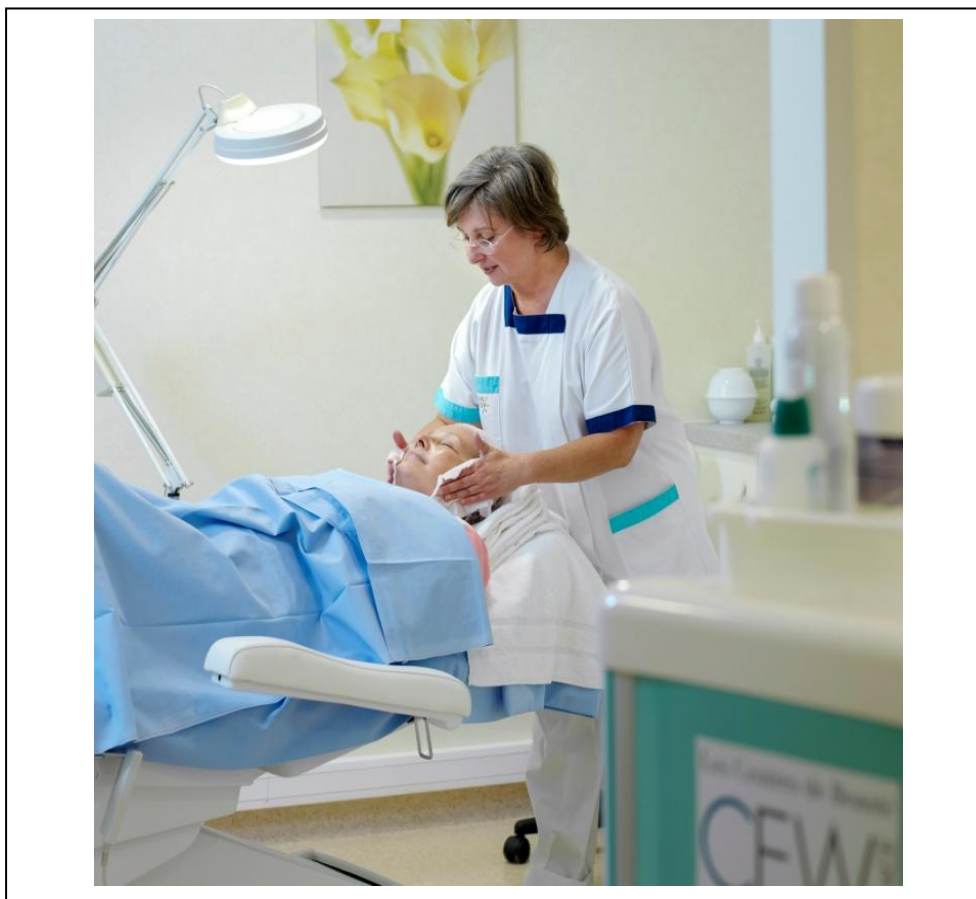
The month of October is internationally named "Pink October" and dedicated to Cancer. In all hospitals where we are our beauticians participate either in our beauty salon or in specific booths in the hall, meeting patients, their friends, their families, the doctors and nurses ect... The purpose is to get all of them to know all the "soins de support" proposed in the hospital

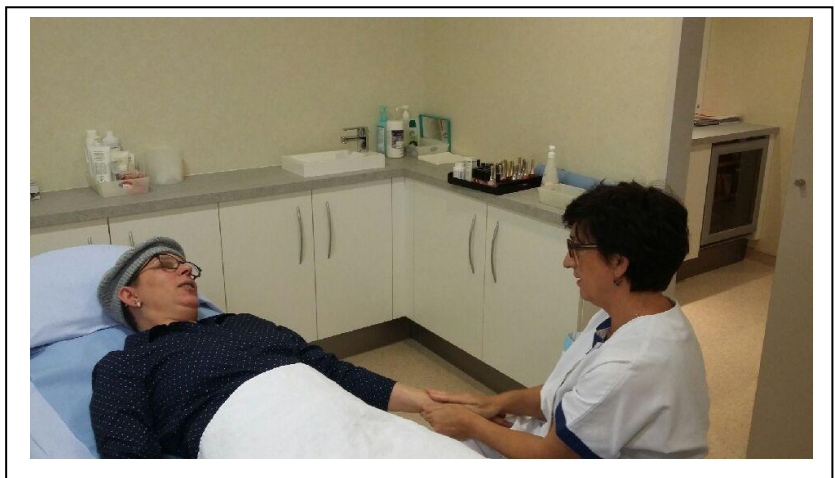
**Therese at « Pink October » Session in Gustave Roussy**

Our 4 Beauticians (Olga, Christine, Therese and Catherine)



Beauty cares in our Beauty salon in Institut Gustave Roussy



Beauty cares in our Beauty salon in Institut Gustave Roussy**The Beauty Salons in Institut Gustave Roussy**

The Beauty Salons in Institut Gustave Roussy Roussy



ACTIVITY –PATIENTS 2015 FORECASTS

**Total 2 000 patients out of which
1 050 supported by TFWA Care allocation**

1st time	59%
2 nd time	41%

Beauty Treatment Place

In Room	28%
In Beauty Salons	33%
In Day-Hospital	34%
In Sterile Room	5%

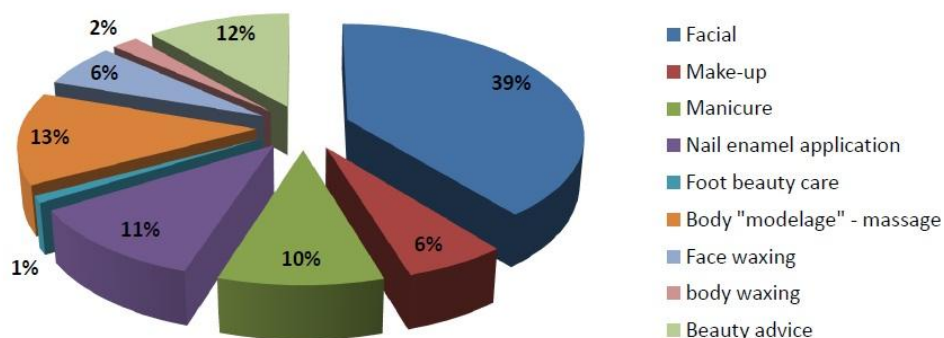
½ hour treatment	17%
1 hour	79%
1 hour and more	4%

Les Centres de Beauté CEW France

Chart 1



BEAUTY TREATMENTS 2015 FORECASTS BY TYPE



Les Centres de Beauté CEW France

Chart 2



2015 - PROFILE OF PATIENTS

< 20 years	1%
20 to 40 years	13%
40 to 60 years	53%
> 60 years	33%

Les Centres de Beauté CEW France

Chart 3