

*Edda De Carli*

*BPW Italy  
Europe Region*

BPW International  
Health and Wellbeing  
Taskforce  
Chair Luisa Monini

*How BPW  
International can  
impact on  
daily lives of  
women  
(SDG N. 18)*



BPW INTERNATIONAL  
INTERNATIONAL FEDERATION OF  
BUSINESS AND PROFESSIONAL WOMAN

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## **PROJECT**

The treatment of secondary effects of oncological therapies for a rediscovered beauty.

When we talk about cancer, we can think that surviving comes first and that the physical aspects are not important. That is wrong! Most women ask themselves "Will I lose my hair? How will my skin become? How will my body change? It is therefore important to walk them through the therapy by helping them to manage the side effects of surgery, chemotherapy and radiotherapy.

## **ACTION: THE STRENGTH OF THE GROUP**

The project's aim is to propose to women a group program, instead of an individual program, to encourage the sharing between women in the same situation. A self-help program of three weeks provides personalized teaching of makeup techniques and advice on the use of wigs and scarves, body and skin care, with the constant presence of beauty experts and a team of doctors and psychologists.

The effect of this type of therapy will also continue beyond the walls of the hospital because the women will stay in touch with each other, by telephone as well as through social media.

This creates a very strong network of friendship.

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## **REDISCOVER YOUR OWN FEMININITY: THE ONCOLOGICAL AESTHETICS**

Many women, after chemotherapy, looked in the mirror and cried: They no longer recognized themselves. As if they had lost their identity.

From this reality the Make up courses were born.

The participants, in addition to a kit of products offered free by several companies in the sector, receive information on how to deal with and manage some negative aspects of the therapies, such as loss of hair and eyebrows, dry skin or capillary fragility.

Not only that: the possible benefits of oncological aesthetics are extended to the emotional and relational sphere, improving the quality of life of women and their interpersonal relationships in the family and at work.