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BEAUTY with a cause

Owners of beauty centres raise over RM10,000 to promote awareness of breast cancer

>J4/5

Beauty

By Ahmad Fairuz Othman



Breast Cancer Support Group members line dance at the charity gala dinner.

ABOUT 700 beauty centre owners and their clients raised over RM10,000 for the Breast Cancer Support Group (BCSG) Johor Baru.

The sum was raised in the course of a month through the sale of RM100 facial vouchers.

At a recent charity gala dinner at Grand Straits Garden Seafood restaurant, guests also contributed to support breast cancer awareness.

Tables that donated the most that night were presented with prizes courtesy of the beauty centres and cosmetic suppliers.

The event was made possible by JC Nickels Sdn Bhd, which distributes the Guinot brand of skin care products in Malaysia.

JC Nickels general manager Thong Chee Meng said it has been 15 years since Guinot was introduced in Malaysia. However, it was the first time the company had initiated such an event for charity.

He said breast cancer awareness was important for the company as many of its customers were women.

"One of the struggles of a breast cancer survivor is self-esteem. Some cancer survivors feel discouraged after undergoing procedures to remove part of their breast.

"Beauty products help them feel good about their appearance," said Thong.

He said it was important to give back to the community, and hoped the charity dinner would help raise awareness of breast cancer.

"The dinner is also aimed at thanking our business partners. It proves that there is good teamwork among our clients and their respective customers.

"Many of our clients contributed products as prizes for the lucky draws tonight," said Thong.

BCSG Johor Baru president Doris Boo was grateful for the contributions from the beauty centre owners and their clients.

Boo and 16 BCSG members set up a booth at the gala dinner to teach women about breast self-examination. The booth also sold costume jewellery to raise funds.

The women who approached the booth were taught the correct methods of self-examination to detect breast cancer, using prosthetic teaching models.

"These teaching models are



Breast Cancer Support Group Johor Baru president Doris Boo (third from left) teaches a guest the correct method of self-examination at the booth.

centres come together for breast



The organisers and participants of the fund-raising effort raise a toast at dinner.

from the College of Radiology in Kuala Lumpur. The models help BCSG to achieve its goal of promoting early detection and treatment.

"BCSG regularly conducts road show to promote self-examination. Recent road shows were at the district health clinic in Johor Baru and in Pontian," said Voo.

Boo, 57, is a retired teacher who was diagnosed with breast cancer 15 years ago. She and BCSG members have also been on a mission to promote the self-esteem of breast cancer survivors.

"The title of one of our brochures *Looking Good, Feeling Great!*. It helps patients and survivors on their journey to wellness by boosting self-

that there is life after cancer." Besides a seven-course Chinese dinner, the three-hour gala was filled with song and dance.

Boo and BCSG members performed a line dance to *Rock Around the Clock* and two other fast-paced tunes.

A belly-dance performance by an all-women troupe received rousing applause from the audience.

Another all-girl dance troupe decked out in white shirts and black slacks danced to songs by the late Michael Jackson.



The guests sit down to a good dinner for a good cause. — Pictures by Ahmad Fairuz Othman

centre, I always emphasise on healthy living and eating. It is very important for women to conduct self-examinations for breast cancer."

her counterparts were able to come together to raise funds for a good cause.

"It is the first time such an event is held, and we hope

cancer



tions to her customers and business partners.

"Prevention is better than cure, and we must never take our health for granted."



An all-girl troupe imitates Michael Jackson on stage.



Alice Lim from N York Beauty Centre, Johor Baru forked out an additional RM100 at the dinner to support the work of BCSG.

and key chains as prizes for tonight's lucky draw. But I do not mind contributing a bit more as it is the least I can do to support a good cause," said Lim.

VIPs and guests arrive to a rousing welcome at the charity gala dinner.