

Free pampering gives patients a boost

■ Salon owner offers facials to women undergoing treatment for breast cancer.

BY STAFF WRITER

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Linda Besold says the reason she gives free facials to women with breast cancer is simple, but not always easy to explain.



Linda Besold

"I enjoy it immensely," says Besold, owner of Face to Face Skin Care Salon adjacent to Schoen Place, Pittsford.

"That's pretty much the reward — the pleasure I'm giving and the pleasure I'm getting."

On alternating Mondays — when she'd usually be off work — she goes to her salon to lightly massage, steam, cleanse, mask and moisturize the faces of women dealing with serious illness. For the public, the one-hour service costs \$60. There's no fee for cancer patients, and

Besold won't let them tip her.

The women lie on a heated bed in a room scented with lavender. They can watch colorful fish swim around coral in a saltwater tank as instrumental music plays.

"Being able to lie there and not have to do something and just relax, it was really a wonderful thing," says Karen Hayes, 45, of Penfield, who was Besold's first cancer customer about a year ago. It was Hayes' first facial. "It's soothing, relaxing, peaceful. It's very serene. All the muscles in the face — you're able to relax those."

Hayes learned of the free service through the James P. Wilmot Cancer Center at Strong Memorial Hospital, where Besold had posted notices.

Besold also has spread the word through some local doctors, and patients tell each other. Besold asks patients to bring a doctor's note that it's OK for them to have a facial.

Undergoing treatment for

Feeling better

Two programs aimed at helping women with cancer feel better:

■ **Linda Besold's** free facials are available by appointment at her Face to Face Skin Care Salon, 36 N. Main St. at the corner of Schoen Place, Pittsford. Call (585) 248-9040.

■ **Look Good Feel Better**, a program of the American Cancer Society; the Cosmetic, Toiletry and Fragrance Association; and

breast cancer is very stressful, and the facial is a time to be nurtured, Hayes says.

"Touch is so important," says Besold, who became a licensed skin care therapist in 1997 and opened her salon four years ago. "People come here for facials, and not only are you treating their skin, but you're treating their insides," she says.

Besold, a graduate of Eastridge High School in Irondequoit who lives in Pittsford, estimates that she's given away a few hundred facials over the past year.

J.E. Giarrizzo, a social worker at the Wilmot Cancer Center,

the National Cosmetology Association, teaches makeup techniques to women undergoing cancer treatment to help them cope with the appearance-related side effects of chemotherapy and radiation. Instruction is offered in cancer centers, hospitals and other community settings, including locations in Brighton, Rochester, Irondequoit, Canandaigua and Clifton Springs. Call the American Cancer Society, (585) 288-1950 or click on:

www.lookgoodfeelbetter.org

says patients' self-esteem can suffer when they lose their hair during cancer treatments. This is particularly true of women. "It's such a nice treat to go and be pampered," she says.

Giarrizzo says two certified massage therapists have given her gift certificates to hand out to patients who seem to need a boost.

Cancer patients also can participate in the national Look Good Feel Better program that offers free makeovers to women with cancer. □

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