



NEW BEAUTY & WELLNESS
State of the Art Luxury Spa

Norma Pfriem
Breast Center

New Beauty & Wellness Announces Partnership with the Norma Pfriem Breast Center to Bring Face and Body Treatments to Cancer Patients

Westport, CT (October 1st, 2018): New Beauty & Wellness State of the Art Luxury Spa has partnered with the Norma Pfriem Breast Center, a non-profit organization, to perform facial treatments for oncology patients and those in remission. October is the National Breast Cancer Awareness Month. Breast cancer is one of the most common cancers among women affecting 1 in 8 an alarming 12.5% statistic. A number that has steadily risen over the past 20 years.

“With the help of the Norma Pfriem Breast Center, we are providing holistic beauty and integrated wellness to women that are placed in a vulnerable and unfamiliar part of their lives. When cancer enters an individual’s life, it affects her emotional, social, physical, and spiritual well-being,” says Melissa Boris, Spa Director, New Beauty & Wellness. “Through this partnership and our compassionate curated care, we have collectively developed a program that can truly help women.”

In 2016, New Beauty & Wellness a State-of-the-Art Luxury Spa was born. Upon opening the doors, it was apparent that in this coastal community of Westport, CT there is a group of dedicated women. Women supporting women. Women passionately raising awareness and money for Breast Cancer. Women working together whether out of personal tragedy or just wanting to help make these statistics shrink. New Beauty & Wellness estheticians Jennifer Efstathiou and Amie Barrett were no different. Both felt the impact cancer has in their private lives and their communities. Armed with the powerful gift of healing, energy and touch, Jennifer and Amie pursued further training at the Oncology Spa Solutions run by Becky Kuehn for a 4 day Oncology program. Being Oncology trained is extremely important when it comes to all the changes the body goes through during these aggressive treatments. Skin changes are common and is increasingly sensitive. Skin becomes dry-may crack and peel, can develop rosacea, radiation dermatitis, and has a persistent itchiness. Women’s emotional wellbeing is often filled with apprehension. The atmosphere of a tranquil environment, like a spa, is important for the physical and mental recovery this challenging journey presents. Integrated Skincare Experience, our oncology program at New Beauty & Wellness, provides comfort and relief through skin therapy treatments designed for all phases of cancer therapy. Our oncology trained estheticians will offer a safe and soothing treatment specific to each guest’s individual needs. This will take place in an environment conducive to reducing stress thereby allowing healing benefits of touch to take place while offering a deep sense of peace and relaxation. New Beauty & Wellness uses only safe, non-toxic products to assist the skin returning to a balanced state.

Partnered with the Norma Pfriem Breast Cancer Center at Smilow Cancer Hospital, 20% of the proceeds from our Integrated Skincare Experience will be donated back to the center that is helping our community. Norma Pfriem Breast Cancer Center is dedicated to providing a comprehensive network of services for complete breast health and wellness. Norma Pfriem provides not only financial support for women undergoing cancer treatment but a wide variety of various wellness components.

At New Beauty Wellness, we’ve created a luxury spa experience that is a harmonic, uplifting collection of treatments, products and intuitive healers all focused on one thing what beauty and wellness means to you. We connect with your goals and intentions, listen to what your body is saying, and use a curated combination of art and science to deliver an experience you’ll never forget. We add compassion to our curated care, giving you a complete experience of wellness and beauty.

Integrated Skincare Experience

The power of touch is an integral part of healing. Comfort and relief are provided through skin therapy treatments designed for all phases of cancer therapy. An oncology trained esthetician will offer a safe and soothing treatment specific to each client's individual needs. A stress reducing environment allows the healing benefits of touch to take place while offering a deep sense of peace and relaxation. Carefully chosen products assist your skin returning to a balanced state.

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