

## When Femininity Attacked by Breast Cancer, Women Find Ally in Bridges To Beauty Founder Carin Hansen

For Immediate Release

LITTLETON, Colo./EWORLDWIRE/Oct. 9, 2007 --- As a model, actress and image coach, Carin Hansen knows all too well how society focuses on a woman's physical attributes, and the phenomena that occurs for many women when diagnosed with breast cancer. Although women recognize that their femininity has not changed, their hearts tells them something different. It is as if the moment a woman receives the news, a voice inside her screams, "I need to prove I am still feminine." Hansen experienced this mental attack on her femininity for herself when she first journeyed through breast cancer in 1994.

"At a time when we would like to believe that we value people based on something other than their physical characteristics, the reality is that we are judged by the way we look. While we try to placate with courteous platitudes when a woman undergoes a mastectomy, in reality, removal takes away a part of a woman's identity," said Hansen.

As a survivor, Hansen possesses the insight and knowledge others need when combatting the feelings brought out by the issues related to the cancer. She shares her knowledge with cancer patients through phone consultations, one-on-one private consultations, workshops, conferences and through her e-book, "Beauty During the Cancer Journey."

"Femininity, according to Webster's dictionary, is the quality or nature of the female sex," stated Hansen. "There is nothing in the definition about one's physical appearance. It is this misconception on the part of our society regarding femininity that strikes out at women's feelings of femininity when faced with the loss of an intimate part of her body."

While these women are trying to heal physically, they also need to begin healing emotionally and that self-esteem issues be addressed. According to Hansen, "Women need to be taught ways to enhance their physical appearance during treatment and/or reconstruction. Makeup techniques and hair replacement options are important but information for enhancing the body is essential. Simple tips and ideas can help her feel more feminine, and she can feel confident leaving the house."

Emotional healing needs to take place with all cancer patients; with the loss of a sensual part of her body, women face one more hurdle.

Hansen has had many women tell her feel they get much more from her because of what she offers in terms of personal attention and her personal experience.

Women interested in learning more about Carin Hansen and the support and services she provides can reach her by phone at (303) 503-9550 or visit '<http://www.bridges2beauty.net>'. To encourage women to reach out to her, she extends an offer for an initial, complimentary half-hour call.

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