

## A PINK RIBBON

*“Taking joy in living is a woman’s best cosmetic.”*  
- Rosalind Russell

Shopping for breast cancer products in the middle of chemo treatments turned out to be a dismal experience for Suzanne Penny: limited selections, insensitive salesgirls and some not-so-safe areas of town.

Challenged by a friend—“So what are you going to do about it?”—Suzanne came up with the idea for a one-stop shop that would specialize in items for breast cancer patients and serve as a resource and support center, all rolled into one.

Her cozy shop, A Pink Ribbon, is staffed by breast cancer survivors and has become a haven where countless women have found friendship, information and merchandise – both the lovely and the practical – to help lift the weight of a cancer diagnosis.

### **On a scale of 1 to 10**

In November 2004, Suzanne found a lump in her breast about the size of a peppercorn. Within a couple of weeks, the lump had grown to the width of three fingers. Tests were run, Suzanne was diagnosed with breast cancer and surgery was scheduled – all within one week’s time.

Suzanne had two partial mastectomies and was placed on a grueling form of chemotherapy for several months. She lost her hair and fingernails, the skin came off her feet in patches and her hands looked as if they had been severely burned. Chemotherapy was followed by six weeks of daily radiation.

Deeply despondent from the pain, there were times when Suzanne wanted to give up. But she had two wonderful children to live for and she was determined to keep fighting.

### **Brainstorm**

While going through treatments, Suzanne began shopping for the items most breast cancer patients need. Her experiences were less than pleasant.