

MEDIA RELEASE

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LJ's Hair and Beauty joins the BreastScreen conversation

BreastScreen Queensland Toowoomba Service has teamed up with local hairdressers to encourage women to talk about their health.

Health promotion officer Shenaed Bliss said participating salons were reporting an excellent response from their clients.

"This week we dropped in on LJ's Hair and Beauty and we were happy to hear that our specially branded coffee cups, kindly provided by the Toowoomba Hospital Foundation, are continuing to be a great conversation starter," Ms Bliss said.

Leisa Toomey of LJ's Hair and Beauty said she and her team were more than happy to be involved with the campaign.

"If it prompts just one client to think about their health and book in for a breast screen then it's more than worthwhile," Ms Toomey said.

"Having the coffee mugs is a great conversation starter because when clients sit down they'll see the mugs and brochures, ask what it's all about and it goes on from there.

"Lots of people see the mugs and say "I should book in for a breast screen" and we've also noticed that it gets them talking about other important health checks like pap smears.

"Often, especially with the busy lives everyone leads, it can be easy to forget those important issues so it's been a great way to get people talking about them."

Miss Bliss said while the campaign was achieving its objective of getting the conversation going, it was up to the ladies themselves to take the next step.

"LJ's Hair and Beauty has been very supportive and prompted the conversation with many ladies about the importance of having a breast screen, but it's time for women to put those words into action by making an appointment today," she said.

"It's a conversation that can definitely be a lifesaver, but it's up to you to make that phone call and book in for a breast screen.

"BreastScreen Toowoomba has plenty of appointments available, including out-of-hours appointments, and our staff are eager to see you, so if you're female and over 40, phone 13 20 50 today.

"It's fast, free, and it could save your life."

Ms Bliss said there was an extra incentive for local women to take up the challenge and be part of the conversation.

“There is a wonderful gift pack, containing a range of natural and organic hair and beauty products, valued at more than \$140, to be won,” she said.

“All you need to do is take a selfie in one of our participating salons, with one of our BreastScreen coffee cups or brochures, post it on Facebook and tag the photo ‘I believe in Pink’.

“Our thanks go to Applebom Beauty, Hair and Wellbeing, and the Toowoomba Hospital Foundation for making this prize available. The winner will be drawn on Friday 6 May, just in time for Mother’s Day, so there’s plenty of time to enter.”

Participating salons include: Applebom Beauty, Hair and Wellbeing; Helen Teys Hair fashions; Intershape Hairstylists; Katrina’s Hair & Beauty Salon; LJ’s Hair & Beauty; Niko & Okin Hairstylists; and Pure Hair.

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