



## Press Release – January 2009

**FOR IMMEDIATE RELEASE** – Couture Hair Therapy. Macmillan Brick Lane Takeover. Website: [www.couturehairtherapy.co.uk](http://www.couturehairtherapy.co.uk), Email: [mail@couturehairtherapy.co.uk](mailto:mail@couturehairtherapy.co.uk), Tel: 07960 374 114

### The MD's Story.

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Kewcha Ambrose, a 29 year old woman from Camberwell, South-East London, was diagnosed with Non-Hodgkin's lymphoma in February 2007. After noticing a bump the size of a pea in the crevice of her nose she was urged to have it checked out by her Mum and Aunt, both hospital workers. Doctors commended her swift action which meant they were able to treat the disease before it had had a chance to spread.

A gruelling 10 month course of chemotherapy took away Kewcha's crown and glory leaving her totally bald, a potentially demoralising side effect of the battle with Cancer. To help keep up morale the NHS provide a free wig to all Cancer patients so they may be able to continue with life as normal. However, being a young woman and a woman of colour at that the wig had the opposite effect. Unhappy with the style, colour, and fit and unable to go to her normal hairdressers for a tailor made wig because of the high chance the toxic glues used would cause an react adversely with her now overly sensitive scalp, Kewcha set about creating a specially devised wig that she could use during her recovery.

Sourcing all the resources (including hair, materials and glue) herself and consulting with medical professionals to make sure they would not hinder the healing process, Kewcha practiced making a wig that would mimic the styles she wore before her hair loss. Using her mother as a test model she eventually created a hair piece that suited her age, style but most of all reflected the woman she was.

One year after first being diagnosed with Non-Hodgkin's lymphoma, Kewcha was given the good news by her doctors that the Cancer had gone in to remission. At a celebratory meal Kewcha was congratulated for her positive and inspirational attitude throughout the ordeal by the friends and family that had supported her in her time of need.

Believing that the creation of the wig had had a lot to do with preventing her from feeling like a victim, by allowing her to take control of her situation to turn a negative into a positive; Kewcha felt that her experiences and product could help to empower other black and ethnic minority women in similar situations.

Couture Hair Therapy (CHT) is the name of the company that was set up by Ms Ambrose as a result of her fight with Cancer. Founded in 2007, CHT was specifically designed to cater to black and ethnic minority sufferers.



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As one can imagine, Kewcha is completely passionate about the service that CHT offers. Not only do they create bespoke wigs, designed and created to the exact specifications of the wearer but they only recruit and train either ex-Cancer sufferers or those who have had a loved one go through the trauma of chemotherapy.

Kewcha says she has devised the business in this way because she wants her clients to come to CHT not just for a wig but also for the empathy that only a person who has experienced Cancer can provide.

'I called the company Couture Hair Therapy because that's our aim – to provide an alternative therapy to those battling Cancer by allowing them to retain the confidence they had before treatment through the beauty of hair. At each stage in the process—consultation, fitting and after care—our clients will be able to become part of a network where they can meet and exchange encounters with someone who has been in their position. It's so important when you're going through something as dramatic as hair loss as a result of chemotherapy to have access to other people who understand what you're going through – and to see that they survived!'

Kewcha has been awarded funding by two social enterprise organisations because of the advantages she seeks to promote to an under-represented community; after hearing a pitch delivered by Ms Ambrose a number of NHS and private healthcare trusts have committed themselves to recommending Couture Hair Therapy's services to new black and ethnic minority patients. The entrepreneur hopes to increase awareness of the company by winning more contacts throughout 2009.

It is without doubt that Kewcha Ambrose will be seen as a pioneer in years to come. Black hair products are still hard to come by in high street shops so it is no wonder that hair care for Cancer patients has previously been geared towards those of European heritage. The enterprise, drive and determination it has taken to make change in her situation rather than accept the way things were will surely set Kewcha and Couture Hair Therapy in good stead for success.

During the month of January Couture Hair Therapy is holding a 20%-off sale on all wigs for those who'd like a tailor made hair piece to aid in their recovery but have had to tighten their belts since Christmas.

You can find out more about Couture Hair Therapy, its products and services by visiting [www.couturehairtherapy.co.uk](http://www.couturehairtherapy.co.uk)

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