



Sensuality, Sexuality, Survival

WWW.PUREROMANCE.COM/SSS

APRIL 2008

SSS Newsletter-Update!

We are currently in the process of updating our monthly SSS Newsletter! We will still provide readers with current SSS events and will feature an article about cancer and it's affect on women, but will also offer fun topics in our *Lifestyle* section and will update readers on *Cancer in the News*. We will also present a *SSS Certified Consultant of the Month*, highlighting all of the great work that our Consultants do on a daily basis! Be on the look out for the first updated newsletter next month!

April is Cancer Control Month

Since 1938, the president proclaims every April as Cancer Control Month. The purpose of the month is to inform the public about advances made in cancer research and treatment, and to rededicate the nation in the fight against cancer. According to the American Cancer Society, cancer control encompasses "prevention, detection, treatment, and support to cancer patients, their families, and their caregivers, and survivorship issues through the end of life." In support of Cancer Control Month, perform a self-breast exam and encourage others to do the same. You can also educate yourself about a form of cancer that you are unfamiliar with, and give five people that information. Be creative and think of ways that you can support Cancer Control Month.

You can read about cancer clinical trials in the Featured Article section of the newsletter. Clinical trials can help researchers and health care providers find new treatments to combat cancer,

Current SSS Events

Pure Romance has recently certified 39 new SSS Consultants for 2008! Congratulations to these amazing women! They will continue to educate individuals impacted by cancer and how it affects their intimacy and sexuality, and continue to support finding a cure. To book an intimacy after cancer presentation for your support organization in your area, please contact us at sss@pureromance.com.

In February 2008, Pure Romance sponsored the Young Survival Coalition Conference, which was held in Jacksonville, Florida. Approximately 1,000 pre-menopausal breast cancer survivors attended the conference and had the opportunity to learn about SSS products and our cancer outreach program. For more information about YSC, please visit www.youngsurvival.org.

Brandi McMurray, Risa Moriarty, and Briana Capra, SSS Certified Consultants in Minnesota, will participate in Race for the Cure in Duluth on Mother's Day, having recruited several walkers to join in the event. The day before the Race, the three women will take part in the Susan G. Komen Health Fair, educating women about intimacy and cancer.

On April 4 and 5, Erin Lapham will present at the 2008 Lymphangiomyomatosis (LAM) International Research Conference in Cincinnati, Ohio. She will give two presentations about intimacy after LAM; one to patients and one to their partners. This will be Erin's second year presenting at the LAM Conference.



Featured Article: Cancer Clinical Trials

What Are Clinical Trials? Clinical trials, also called cancer treatment or research studies, test new treatments in people with cancer. The goal of the research is to find better ways to treat cancer and help cancer patients. Clinical trials test many types of treatment such as new drugs, new approaches to surgery or radiation therapy, new combinations of treatments, or new methods such as gene therapy.

Why Are Clinical Trials Important? Cancer affects us all, whether we have it, care about someone who does, or worry about getting it in the future. Clinical trials contribute to knowledge and progress against cancer. If a new treatment proves



effective in a study, it may become a new standard treatment that can help patients. Many of today's most effective standard treatments are based on previous study results. Clinical trials may also answer important scientific questions and suggest future research directions. Because of progress made through clinical trials, many people treated for cancer are now living longer.

The patients who take part may be helped personally by the treatment(s) they receive because they are getting the latest, most up-to-date or the best available standard treatment from cancer care experts. Of course, there is no guarantee that a new treatment being tested or a standard treatment will produce good results. New treatments may also have unknown risks. But if a new treatment proves effective or more effective than a standard treatment, clinical trial participants who receive it are among the first to benefit. Some patients receive only standard treatment and benefit from it.

In the past, clinical trials were sometimes seen as a last resort for people who had no other treatment choices. Today, patients with common cancers often choose to receive their first treatment in a clinical trial.

What Happens In A Clinical Trial? In a clinical trial, patients receive treatment and doctors carry out research on how the treatment affects the patients. While clinical trials have risks for the people who participate, each study also takes steps

to protect patients. Doctors, nurses, social workers, and other health professionals may be a part of your treatment team. They will follow your progress closely. You may have more tests and doctor visits than you would if you were not taking part in a study.

There are several phases in clinical trials, each with a different purpose. Each phase answers a different question about the new treatment.

Phase I trials are the first step in testing a new treatment in humans. In these studies, researchers look for the best way to give a new treatment, if and how the treatment can be given safely, and for any harmful side effects. Because less is known about the possible risks and benefits in Phase I, these studies usually include only a limited number of patients who would not be helped by other known treatments.

Phase II trials focus on learning whether the new treatment has an anticancer effect. As in Phase I, only a small number of people take part because of the risks and unknowns involved.

Phase III trials compare the results of people taking the new treatment with the results of people taking standard treatment. In most cases, studies move into Phase III testing only after a treatment shows promise in Phase I and Phase II. Phase III trials may include hundreds or thousands of people around the country.

Researchers assign patients by chance either to a group taking the new treatment (called the treatment group) or to a group taking standard treatment (called the control group). This method, called **randomization**, helps avoid bias: having the study's results affected by human choices or other factors not related to the treatments being tested.

In some studies, researchers do not tell the patient whether he or she is in the treatment or control group (called a single blind study). This approach is another way to avoid bias, because when people know what drug they are taking, it might change the way they react. For instance, patients who knew they were taking the new treatment might expect it to work better and report hopeful signs because they want to believe they are getting well. This could bias the study by making results look better than they really were.

Your Doctor Can Tell You More If you have any questions about how clinical trials work, ask your doctor, nurse, or other health professional.

Should I Take Part In A Clinical Trial? This is a question only you, those close to you, and your health professionals can answer together. Learning you have cancer and deciding what to do about it is often overwhelming.

Clinical Trials: Weighing the Pros and Cons While a clinical trial is a good choice for some people, this treatment option has possible benefits and drawbacks. Here are some factors to consider. You may want to discuss them with your doctor and the people close to you.

Possible Benefits

- Clinical trials offer high-quality cancer care. If you are in a study and do not receive the new treatment being tested, you will receive the best standard treatment. This may be as good as or better than the new approach.
- If a treatment approach is proven to work and you are taking it, you may be among the first to benefit.
- By looking at the pros and cons of clinical trials and your other treatment choices, you are taking an active role in a decision that affects your life.
- You have the chance to help others and improve cancer treatment.

Possible Drawbacks

- New treatments under study are not always better than, or even as good as standard care. They may have side effects that the doctors do not expect or that are worse than those of standard treatment.
- Even if a new treatment has benefits, it may not work for you. Even standard treatments, proven effective for many people, do not help everyone.
- Health insurance and managed care providers do not always cover the patient care costs in a study. What they cover varies by plan and by study. To find out in advance what costs are likely to be paid in your case, talk to a doctor, nurse, or social worker from the study.

Your Rights, Your Protections Before and during a cancer treatment study, you have a number of rights. Knowing these can help protect you from harm and can help you make the best decision for you and your health.

1. Taking part in a treatment study is up to you. It may be only one of your treatment cycles. Talk with your doctor. Together, you can make the best choice for you.
2. If you do enter a study, doctors and nurses will follow your response to treatment carefully throughout the research.
3. If researchers learn that a treatment harms you, you will be taken off the study right away. You may then receive other treatment from your own doctor.
4. You have the right to leave a study at any time.

One of your key rights is the right to informed consent. Informed consent means that you must be given all the facts about a study before you decide whether to take part. This includes details about the treatments and tests you may receive and the possible benefits and risks they may have. The doctor or nurse will give you an informed consent form that goes over key facts. If you agree to take part in the study, you will be asked to sign this informed consent form.

The informed consent process continues throughout the study. For instance, you will be told of any new findings regarding your clinical trial, such as new risks. You may be asked to sign a new consent form if you want to stay in the study.

Signing a consent form does not mean you must stay in the study. In fact, you can leave at any time. If you choose to leave the study, you will have the chance to discuss other treatments and care with your own doctor or a doctor from the study.

You Should Ask Questions Finding answers and making choices may be hard for people with cancer and those who care about them. It is important to discuss your treatment choices with your doctor, a cancer specialist (an oncologist) to whom your doctor may refer you, and the staff of any clinical trial you may consider entering.



Ask questions about the information you receive during the informed consent process and about any other issues that concern you. Getting answers can help you work better with the doctor. You may want to take a friend or relative along when you talk to the doctor. It may also help to write down your

questions and the answers you receive, or bring a tape recorder to record what is said. No question about your care is foolish. It is very important to understand your choices.

Information courteously provided by the National Institutes of Health, National Cancer Institute.



Featured Product: Pure Romance Vaginal Dilator Set

Product Features:

The Pure Romance Vaginal Dilator Set can play an important role in a larger treatment plan recommended by a healthcare provider. Some women use vaginal dilators to gently stretch the vagina over time and make sexual intercourse more comfortable. Other times, healthcare providers ask women to use vaginal dilators so that they can better examine the vagina and cervix as part of on-going medical care.

Set of six tapered devices to slowly stretch the walls of the vagina.

Made of silicone, so they are soft and flexible.

Range from 1 1/4" to 6" in length.

Range from 2" to 5" in circumference.

Designed for women who experience vulvovaginal pain and discomfort.

Comes with a step-by-step guide for proper use.

Benefits:

Women choose to use vaginal dilators for a variety of reasons. Certain medical conditions, treatments, and surgeries can result in a narrowing of the vagina, a decrease in elasticity of the vagina, muscle spasms around the vagina, or genital pain. Even when the cause of vaginal pain or discomfort is unclear, a healthcare provider may still recommend the use of vaginal dilators. Using Pure Romance's Vaginal Dilator Set can help penetration for both partners.

Application:

Pure Romance's Vaginal Dilator Set should be used in conjunction with a gentle water-based lubricant and only after consulting a physician and reading the step-by-step guide included. We recommend that you ask your healthcare provider how you can use vaginal dilators safely and effectively. Please consult with your healthcare provider if you have any questions.

Price

\$99.00