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Women's Health Boutique at Trinity Medical Center Names New Manager

BIRMINGHAM, Alabama (October 24, 2007) – Women's Health Boutique (WHB) Assistant Manager Joann McDonald, a cosmetologist and certified bra fitter, has been named manager of WHB at Trinity Medical Center in eastern Birmingham.

McDonald's marketing efforts have brought attention to programs and services offered at WHB such as Look Good...Feel Better (LGFB), a program sponsored by the American Cancer Society and the Cosmetic, Toiletry, and Fragrance Association (CTFA) Foundation. The program raises cancer patients' spirits, an important psychological component in healing, as they go through treatment. In mid-October, *Over the Mountain Journal* featured the LGFB seminar held in July held at the WHB facility in the Trinity Medical Center. "Our focus is providing products, services and education to help women faced with health-related challenges," said McDonald. "Many women don't realize that some of the health issues they experience can be alleviated with products from WHB. We want them to know that relief is available." Lymphedema pumps and custom breast prostheses are some of the newest offerings at WHB in Birmingham.

"Joann and WHB have been raising awareness about health issues stemming from cancer, diabetes, lymphedema, circulatory problems, breast feeding – and even how to find properly fitting undergarments," said Daina Pitzenberger, president of Women's Health Boutique. "The bottom line is that Joann cares – and she shows it to every person who comes through the door at WHB."

Easy access to products is a convenience to hospital patients and those visiting their doctors at Trinity Medical Center. "Women's Health Boutique provides a comprehensive array of products and services that are hard to find within the Birmingham community," said Yameeka Jones, Trinity Medical Center Assistant Administrator. "WHB makes it easy for physicians and the patients in their offices to readily find what they need. We hope to provide women and others with the convenience of a 'one-stop shop' experience."

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Women's Health Boutique offers women a comfortable, dignified and intimate alternative to shopping for health-related merchandise such as wigs and turbans, maternity and compression items, mastectomy and other post-operative products, and fashion lingerie. At Women's Health Boutique, women find an attractive, unhurried atmosphere with knowledgeable, compassionate, specially-trained women who understand their personal healthcare needs.

Women's Health Boutique is part of the International Center for Entrepreneurial Development, Inc. ICED, located in Cypress, Texas, is the parent company for Kwik Kopy Printing, American Wholesale Thermographers, The Ink Well, Franklin's Printing, Women's Health Boutique, Parcel Plus, Kwik Kopy Business Centers and COMPUTER EXPLORERS. This group represents one of the world's largest international alliances of printing, communications and education franchises with business relationships in the United States and 10 other countries. These company names are all registered trademarks or service marks of I.C.E.D. Management, Inc.

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