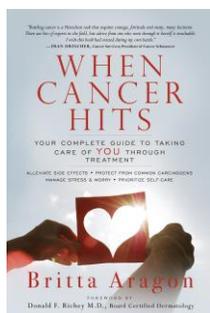


FOR IMMEDIATE RELEASE

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WHEN CANCER HITS
YOUR COMPLETE GUIDE TO TAKING CARE OF YOU THROUGH TREATMENT
Cancer Survivor, Caregiver, Safe Cosmetics Advocate and Creator of CV Skinlabs
Skincare Launches
Complete Self-Care Guide for People Facing Cancer
- In Stores Now-



NEW YORK (November 2013) – Hearing the words “you have cancer” is a devastating blow to 4,191 people in the US every day*. ***WHEN CANCER HITS*** author, Britta Aragon, was only 16 years old when she was diagnosed with Hodgkin’s Disease. Eight years later, when her father was diagnosed with colon cancer, she sought solutions for the difficult side effects he suffered on his hair, skin and nails, but was disheartened by the lack of straightforward information or effective solutions.

Unfortunately, her father passed in 2007 and Britta made it her mission to honor her father’s legacy. In doing so, she founded **CincoVidas** – a robust blog, interactive community and soon-to-be-launched portfolio of safe skincare solutions, inspired by her firsthand experience, painstaking research and personal passion to help others along the cancer journey.

WHEN CANCER HITS represents Britta’s personal missive, a comprehensive guide that walks readers through the moment of diagnosis towards recovery – offering life-changing, proven solutions culled from the top medical experts and survivors themselves for how to care for one’s body, boost the immune system, encourage healing and nurture the soul *when cancer hits*.

As a cancer survivor, caregiver, advocate, skincare specialist and makeup artist, Britta wrote ***WHEN CANCER HITS*** to address the looming “what now?” dilemma for newly diagnosed. The book breaks down and delivers answers beyond standard medical treatment, offering “been there, done that” suggestions, care strategies and inspirational wisdom to help support the treatment process and beyond. Topics tackled, with the input of cancer survivors and health care experts, include:

(more)

- Alleviating the side effects of cancer treatment
- Addressing the unique needs of compromised skin, hair and body during treatment
- Managing stress and worry through introspection and coping strategies
- Protecting an already chemically bombarded body from toxic overload
- Emerging from treatment with positivity and commitment to health and recovery

Alternative care therapies, diet changes, a new approach to daily grooming, replacing personal care and household products with non-toxic solutions, even a fresh look at the relationships in one's life, are explored as ways to help manage cancer's impact and prevent recurrence. Practical advice is peppered with inspiring anecdotes from Britta's own experiences as well as those of fellow cancer survivors making **WHEN CANCER HITS** a must read for anyone preparing for a victorious fight against cancer.

"This book is a tangible extension of all the information I've gleaned, the conversations I've had with others along the cancer journey, and my own experience as a cancer survivor, caregiver and advocate," said Britta Aragon. "My goal is to encourage people to be extra kind to their bodies, minds and souls during what can be a very difficult time... Self-care is where the healing starts."

WHEN CANCER HITS is available at Barnes & Noble, Amazon.com, Dana Farber Cancer Institute, www.cincovidas.com and selected stores & cancer centers around the country.

Twitter: @WhenCancerHits and @Britta_Aragon

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**American Cancer Society, 2010 Incidence Statistic*