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2019

KONTAKTE

THE ANITA CARE MAGAZINE · ANNIVERSARY EDITION 2019

Anita
SINCE 1886
CARE

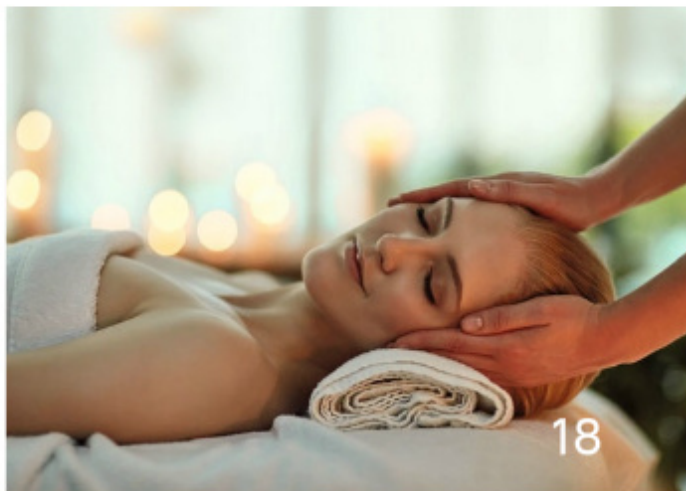




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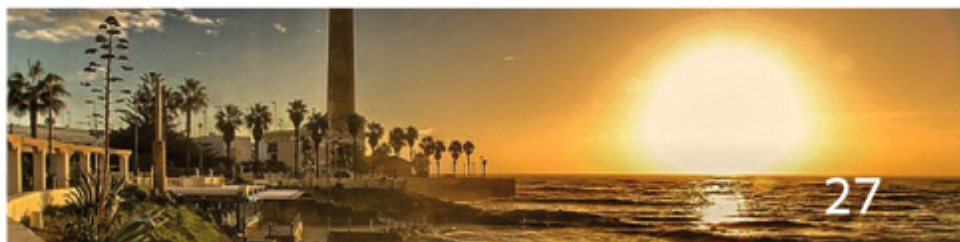


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Thank you for 35 years of CONTACTS

Your loyalty fills us with inspiration and joy

We have reason to celebrate: CONTACTS is turning 35! While flicking through some of our older issues, I was struck by how many of the topics that women identified with all those years ago remain just as relevant and of interest to our readers today. And our passion is not set to dwindle; we hope to be providing reassuring and interesting personal stories and keeping you up to date on topics that matter to you for many years to come. Besides, of course, continuing to offer the occasional glimpse behind the scenes at Anita.

In this issue, you can find out just how dedicated and devoted we are to our products as we give you an insight into how your Anita bras are created.

You can also look forward to a whole host of new products in beautiful colours and fantastic designs. Want to see more? Simply visit our home page at www.anita.com/care. If you'd like to catch one of our fashion shows, it's also worth following us on Facebook. Both our Facebook page and website list upcoming dates for our fashion shows under 'Events', where women who have undergone breast surgery present our latest models in attractive settings. Sign up to an event by contacting the medical store hosting the show either by phone or in writing.

I hope you have an enjoyable read and I look forward to hearing your comments and suggestions.

One last thing: don't miss out on our competition, it's well worth taking part. You could win a week's holiday in an exclusive hotel on the Spanish Costa de la Luz. Good luck!

Susanne Ernst
Editor-in-chief

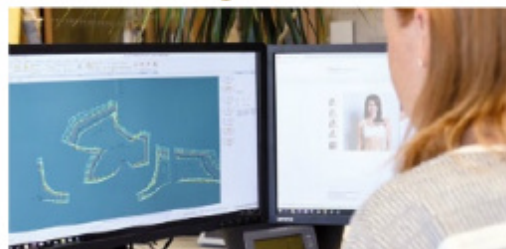


1 | Material & Design



Every single woman can vouch for the fact that no two bras are the same. For a model to sit and fit well, to support the bust yet pretty much

2 | Cutting



wrote this as early as 1669 in his book "The Adventurous Simplicissimus". We at ANITA share a very similar view on things when it

3 | Sewing



Anita care bra is first tried on by women who have undergone breast surgery so we can be absolutely sure that the models meet the

PERFECTION TO THE VERY LAST DETAIL

The new sample sewing department at the ANITA headquarters in Brannenburg is instrumental in meeting the high demands placed on fit and comfort.

go unnoticed, the manufacturer has to be passionate about its product and have fine-tuned every little detail.

"All good things take time, and fine rewards be not won without great toil and labour" – Grimmelshausen

comes to creating new bra models. It takes an average of one-and-a-half years for the first sketch to be transformed into the finished product you can find hanging in-store. This is because we place so much emphasis on fit, comfort and confidence. In addition to this, every

needs of our customers and are comfortable.

And that's not all: at Anita care, all of the development stages are found under one roof or, perhaps better said, within one company. Alongside the design and cutting depart-



4 | Fitting



ments, the modern company building that we moved into in October 2017 is also home to a sample sewing department, where prototypes are sewn. The manufacturing process itself takes place at ANITA-run factories in Portugal, the Czech Republic, Myanmar and Thailand. Other companies tend to outsource their swimwear and bra production to Asian manufacturers. ANITA, on the other hand, assumes full responsibility for its employees in the factories, regardless of location, and is therefore able to guarantee a high level of quality not only in its products but also in terms of work conditions. Our production sites are situated close to our staff, not in industrial parks. We offer

5 | Preparatory Work



state-of-the-art facilities, air-conditioned spaces, canteens with good catering options, medical care and much more.

We are only able to achieve such a high standard of quality because everything at Anita care comes from a single source and all of our articles, from breast forms to lingerie right through to swimwear, are perfectly coordinated. Not to mention the fact that we are so passionate and meticulous about our work. The stylish aesthetics are the icing on the cake.

6 | Production







PUT THROUGH THEIR PACES

Another crucial quality stage is the final inspection undergone by every Anita style before it leaves the company. Our colleagues rely on their expert eyes to take a closer look at fabrics, seams and exact proportions. Another reason why you can enjoy your Anita styles for so long.

FLEUR

5754X
CUPS A-E

Colours:

-  001 black
-  408 anthracite
-  612 crystal
-  769 berry
- Limited edition:
-  370 powder blue

High-waist briefs 1355



FLEUR

0600 Bandeau lace top
CUPS A/B-C/D
CUPS E/F from June 2019

Colours:


-  001 black
-  006 white
-  408 anthracite
-  612 crystal
-  769 berry
- Limited Edition:
-  370 powder blue



CAROLINE


5762X
CUPS AA-D

Colours:

 379 night blue

 593 light rose

Limited Edition:

 269 mint

Briefs 1363




CANDY COLOURS



JOSEPHINE

5775X
CUPS AA-D

Limited edition:

 270 strawberry

High-waist briefs 1476



Fashion



SAFINA

ANCONA

Nude

LISA



FLEUR

BESTSELLER

SAFINA

5349X · CUPS A–G

Colours:

-  001 black
-  006 white
-  007 nude
-  612 crystal
-  526 kir royal

Briefs 1451

ANCONA

5761X · CUPS A–E

Colours:

-  267 wine
-  415 silver night
-  709 ivory
-  773 frappé







High-waist briefs+ 1561

BESTSELLER

LISA

5726X · CUPS AA–D

Colours:





-  006 white
-  047 champagne
-  380 maritim blue
-  408 anthracite
-  544 soft rose
-  754 nougat

High-waist briefs 1426


FLEUR

5754X · CUPS A–E

Colours:

-  001 black
-  408 anthracite
-  612 crystal
-  769 berry

Limited edition:

-  370 powder blue

High-waist briefs 1355

0600 Bandeau top, page 6



Fashion



AIRITA

5750X · CUPS A–E

Colours:

-  001 black
-  612 crystal

High-waist briefs 1350



Features

Hellbach medical store



EASY ON THE EYE

Modern medical stores appeal not only through their products and competent advice but also through the atmosphere they create for the customer.

Who hasn't been there – sat at home on the sofa, leisurely browsing various online shops? Still, nothing quite beats a real shopping spree exploring the various high streets and arcades. This is largely thanks to the fact that retailers know how to turn a shopping trip into an entire experience. And that takes more than just good products; the atmosphere has to be on point, too.

It's relatively easy to create a cosy, feel-good ambience if you're selling children's toys or clothing. It's a little trickier, however, if you're dealing with medical products. But many medical stores have attempted to do just that and have succeeded in transforming their shops and boutiques into feel-good, inspirational spaces.

CONTACTS paid a visit to two stores that have undergone precisely this kind of transformation and spoke to their managers. One of them is Susanne Hahn, who manages Hellbach medical store in Amberg together with husband Matthias Hahn. The other is Kristina Böhm from Berlin-based boutique "in petto".

CONTACTS: What inspired you to revamp your shop and move more in the direction of a boutique?

Susanne Hahn: Our previous shop was simply much too small and old-fashioned for my ideas to work.

Kristina Böhm: Among the hustle and bustle of the traditional medical store, it's often difficult to create a relaxed atmosphere and offer



Matthias and Susanne Hahn

empathetic care and support. Our boutique is distinguished by its warm atmosphere and offers a surprisingly broad range of products together with exclusive assistance and advice.



Hellbach medical store



Hellbach medical store



Hellbach medical store

ical store a Scandinavian feel. There's plenty of white furniture, pastel colour nuances and cosy accessories.

CONTACTS: How long did it take for your ideas to come to life?

Susanne Hahn: A long two years went by from planning to opening. In the beginning I would scrap all my ideas and start anew almost every day until the shop's design concept reflected

and in April 2018 we celebrated our opening.

CONTACTS: How did your customers react?

Susanne Hahn: They were and are delighted. They feel very much at home in the ambience we've created. Many are pleasantly surprised and can hardly believe they are in a medical store.

Kristina Böhm: The response has been wholly positive; our decision to go in a new direction pays off almost every day. Our customers feel relaxed and well looked after.

CONTACTS: What is important to your customers?



Kristina Böhm from "in petto" with her colleagues "in petto"

CONTACTS: Where did you find inspiration for the look of your shops?

Kristina Böhm: We took inspiration from other shops in town and also got some brilliant ideas from browsing online.

Susanne Hahn: I'm a huge fan of Sweden and have given our med-

what it is today: open, airy, cosy and stylish. It was really important to me that there were quiet areas, which we now have in the form of comfy sofas and a coffee corner.

Kristina Böhm: The idea for our shop came about in May 2017. We found the right property at the start of 2018 in Berlin-Friedenau,

Kristina Böhm: Most of all, a calm and discreet atmosphere, and the fact that we take the time to offer advice and care for their needs. The wide selection of products and a trusting relationship to the specialist are also valued.

Susanne Hahn: A feel-good ambience, competent advice, intimacy and a wide range of products.

Features



CONTACTS: How do you go the extra mile?

Susanne Hahn: To give one example – our cubicles are not only stylish but also well designed. For instance, the breast care cubicles have their own till, which means customers can try out and also purchase products within this very personal space. This helps maintain the high level of intimacy involved in buying a bra, swimsuit or breast form.

Kristina Böhm: By holding events such as information days, talks, or fashion shows such as those organised by Anita, we regularly give our customers the opportunity to come together and talk to other women in a similar situation. We also offer special yoga courses for women who have un-

dergone breast surgery. Last, but not least, the little things also matter – a smile, a hug, or simply showing genuine interest in the customer's situation. And the fact that coffee is never far away.

CONTACTS: Ms Böhm, Ms Hahn, thank you for taking the time to speak to us.



WHY I OPTED FOR A BREAST FORM

Three women tell us what influenced their decision

Kerstin / Sweden

My name is Kerstin and I live in Stockholm. I was diagnosed with breast cancer six years ago. I had a mastectomy to remove my entire left breast. As I didn't want to have any further operations or foreign matter in my body, and as I had heard about people having implant-related problems such as hardening, I opted against having a breast implant. I've tried various breast forms in the past but have been wearing the extremely lightweight TriNature Soft-Lite from the Anita care range for three years now. Thanks to its natural shape, I feel really comfortable wearing it day to day and also during sport. Plus I hardly notice it's there as it's so light and feels lovely and cool.



Manuela / Germany

My name is Manuela, I'm 49 years old and come from Bavaria. I was only diagnosed with breast cancer after taking the doctor's ultrasound device myself and pressing it against where I had felt a hardened part in my breast. Following breast preserving surgery, my oncologist recommended that I have a mastectomy. I initially wanted to have a breast reconstruction as well, but as time went by, and also after discovering the breast forms from Anita, this became less of a priority. Whenever I'm working for ANITA as a model, I'm always asked whether I'm even wearing a breast form as you really can't see anything. It's these kinds of comments that reassure me I made the right decision.

Maria / Spain

My name is María, I come from Sevilla and I'm 57 years old. I have been diagnosed with breast cancer three times now, and my left breast has been removed. I didn't want to have reconstructive surgery as I'm scared to have another operation after the many procedures I've undergone already. I tried to hide my breast to begin with so it wouldn't be apparent. Then one day I came across the Anita breast forms. It was unbelievable how natural they felt; how light they were and how easily they could adapt to my needs. Since using the breast forms I've been able to wear what I like again, even a bikini. I feel completely normal again, just like any other woman.



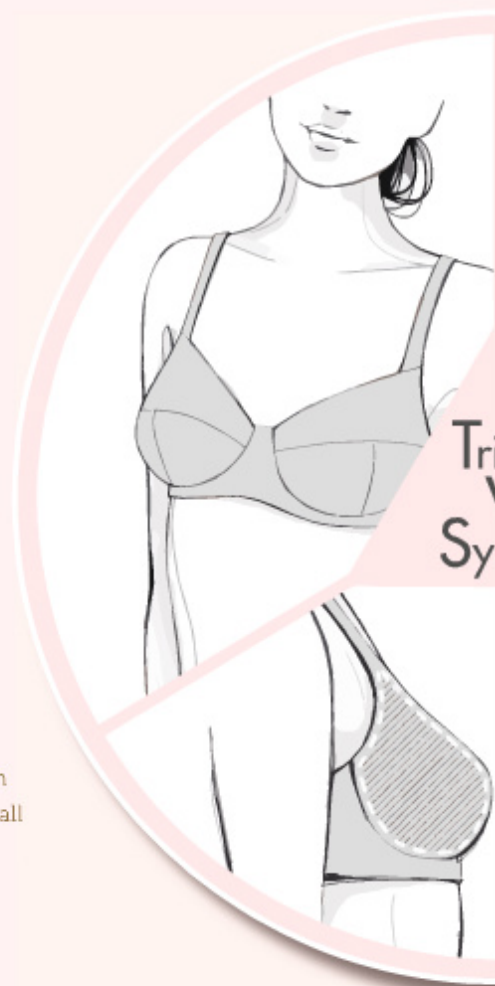
The TriProVita system – all from a single source

The attuned trio from Anita care offers optimal support following breast surgery and a whole new lease of life

Lingerie



Our feminine lingerie is perfectly attuned to the needs of women who have undergone breast surgery. From providing first care immediately after the operation through to full or partial compensation, they offer everything expected of a mastectomy bra: alongside special, exclusive materials and adapted tailoring, Anita care special bras also come with integrated pockets to ensure an optimal fit when wearing a breast form. Anita care bras are available in fresh colours and modern designs, from casual styles to models with delicate lace. They are all designed with your well-being, confidence and comfort in mind.



TriProVita also means...

... we assume responsibility

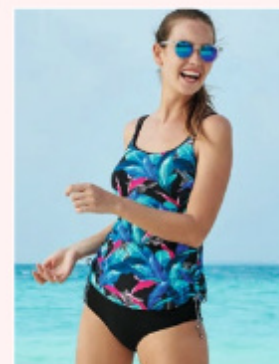
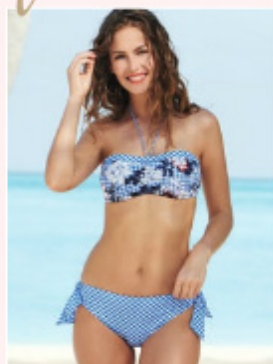
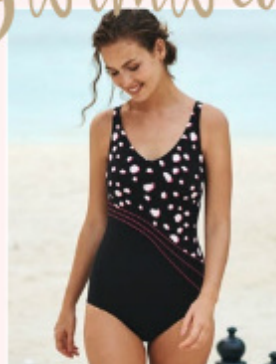
Our competent and dedicated members of staff work in line with strict social and ecological standards all around the world. All of our products are developed in Germany and manufactured almost exclusively in our own plants in Europe and Asia.

... our products are tested and certified

- Functionality and quality verified through clinical applications and studies conducted by an independent and accredited test institute.
- Successfully certified, approved and officially listed as a medical aid with its own item number.
- All of our Anita care products have been certified in accordance with medical devices standard DIN EN ISO 13485:2016.

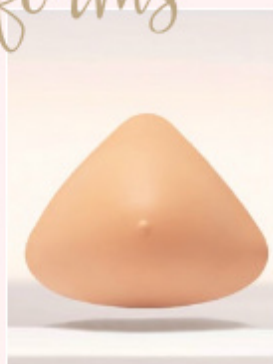
We guarantee complete care from a single source for the ultimate feeling of confidence and comfort.

Swimwear



Choose from swimsuits, bikinis and tankinis. The breast form pockets offer reliable support and go unnoticed thanks to the carefully selected materials and tailoring. Technical details such as adjustable straps and a higher cut under the arms ensure perfect fit. No bathing beauty will be able to resist the brilliant prints, fresh uni-colours and contemporary styles. Trendy beach accessories such as beach dresses, pareos, blouses and tunics round off the beach look.

Breast forms



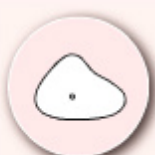
Anita care also draws on a wide range of materials and shapes when creating its breast forms, from textile initial care models through to full and partial compensation, and models which can be filled as preferred. The unique FlexGap® technology features a fold for freedom of movement which ensures that the breast form moves like a natural breast. A breast form developed especially for swimming completes the collection. Anita care breast forms are tailored towards different needs in terms of texture and finish and therefore achieve a natural feeling of comfort for the wearer.



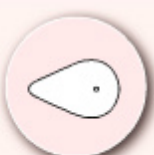
Triangular



Heart-shaped



Asymmetric



Teardrop



Trapezium



Textile Back



Can be filled



Flex Gap®

This & that

FROM POT TO PLATE

At Anita, the ingredients for our canteen meals grow on our doorstep

Over a year has passed since our three-storey new build was completed and moved into at the ANITA company headquarters in Brannenburg. During construction, a huge amount of importance was placed on ecological aspects and energy efficiency, which mirrors the overall attitude of the family-run company when it comes to sustainabil-

ity and being at one with nature. This is apparent in the details: for instance, in the bee hives on the company grounds, or in the herb gardens that have sprung up on the terrace of the new building and are used for the meals prepared by the canteen chefs. They shared one of their recipes with us:

TURKEY ROULADE WITH SAGE CREAM CHEESE served with rosemary potatoes and julienne carrots

Step-by-step instructions:

pound the turkey escalopes until thin. Season the cream cheese with salt and pepper before mixing in the fresh, finely chopped sage. Spread one tablespoon of cream cheese over each schnitzel and roll up. Heat the oil, fry the meat until golden brown and then reduce the heat.

Peel the potatoes and cut into four. Coat the base of the pan with oil and place over heat. Sauté the potatoes in the hot oil and sprinkle with chopped rosemary. Season with salt and pepper and fry slowly for around

20 minutes until the potatoes are cooked.

Peel and halve the carrots, then chop each half into four pieces. Heat a little oil in the pan, add carrots and a small pinch of salt. Add a splash of water and cook carrots until firm to the bite.

Serve with a fresh mixed salad topped with cress and garnished with chopped fruit.

Enjoy!



INGREDIENTS

for four people

4 organic turkey schnitzels

4 tablespoons plain cream cheese

**1 handful fresh sage leaves,
finely chopped**

**500 g potatoes
(type: primarily waxy)**

**1 twig fresh rosemary (dried
rosemary as alternative)**

4 medium-sized carrots

Herb butter to taste



Muddy fun for a good cause – an ANITA team took part in the Muddy Angel Run 2018 in Munich

"Cancer fights dirty – so can we!" is the proclamation on the website www.muddyangelrun.com.

The Muddy Angel Run is a five-kilometre course through the mud complete with 14 fun obstacles. The run was launched two years ago as the first mud run in Europe to be aimed exclusively at women. Events are now held in various cities across Germany such as Frankfurt, Hamburg, Cologne, Mannheim, Munich and Stuttgart. The aim is to raise awareness of breast cancer and provide information about the various preventative measures and check-ups available. This is also a topic that

has always been discussed openly at ANITA, which is why taking part in the Muddy Angel Run in Munich was a no-brainer. A 20-strong team comprising ANITA staff members and two sports bloggers, Marlene from Trail Kitchen and Cindy from Runfurther, came together to stomp through the sludge for a good cause. They all met up behind the starting line on 1 July 2018. Besides running for a good cause, the roughly 5,000 participants in Munich were more interested in completing the event together than competing for record times. The teams had a huge amount of fun cheering each other

on as they overcame one soggy obstacle after the next, from mud pools topped with metal gratings and scramble sections to mattress slides. Besides multiple mud baths and an unforgettable community experience, a considerable amount of money was also raised for the event's breast cancer charity as one euro from every sign-up went to a good cause.

Find out about the Muddy Angel Run 2019:

www.muddyangelrun.com.

See more photos of the ANITA team:
www.anita.com/muddy-angel-run-2018



PHYSIOTHERAPY – MASSAGE
AND LYMPH DRAINAGE FOR
A HEALTHY, HAPPY LIFE

by physiotherapist C.B.



As you walk into the room, you are struck by the scents of fine flower and plant extracts. The aroma of freshly prepared herbal teas lingers in the air. Then later, when you're wrapped up snug in a warm, fluffy towel, subtle sounds of nature invite you to leave all your troubles behind. This doesn't have to be a dream; it could also be the start of your wellness massage.

"Treat your body well if you want your soul to flourish there" – even mystic and doctor of the church Teresa of Ávila (1515 – 1582) was clearly aware of the importance of physical well-being.

In today's world more than ever, it is important that we enjoy a little rest and relaxation now and again. Both body and soul will certainly benefit from being able to incorporate an oasis of calm into what is often an otherwise stressful everyday life. A tried and tested remedy, and also the oldest form of human therapy there is, is the

MASSAGE

From a therapeutic perspective, massage ("kneading") involves applying certain techniques to specifically work on the skin, connective tissue and muscles. Massages can be prescribed as "classic massage therapy" (CMT) based on a medical diagnosis and are then carried out by a certified physiotherapist/masseuse. The focus of this treatment is to address and thereby alleviate the complaint in question. In Germany, any costs involved here are usually assumed by a person's health insurer. The effects of a massage may be felt not only by the specific re-

gion of the body but by the entire organism. The most significant effects are, among other things:

- **Heightened circulation around the affected region**
- **Relaxation (or stimulation) of the muscular system**
- **Loosening knots/muscle gelling (palpable hardening of the muscular system) or scars**
- **Pain relief**
- **Improved cell metabolism in the tissue**
- **Reduced stress**

Massage might be used to treat, for instance, disorders of the musculoskeletal system, neurological diseases, rheumatism and complaints potentially caused by stress such as headache and sleep disorders. A good way of enjoying the many positive effects of a traditional massage, irrelevant of diagnosis, doctor or health insurer, is to explore the various wellness massages available. These massages focus first and foremost on relaxation and well-being. A welcoming atmosphere, for instance thanks to a beautiful interior, spherical music, fragrant oils and various other things, will help you get the full benefits of the respective treatment.

LYMPHATIC DRAINAGE

is a special form of massage.

Even in ancient times, physicians and scientists speculated that there had to be another vascular network besides the cardiovascular system that looks after and cleanses the body's cells. And they were right: the so-called lymphatic system. Lymph is the name given to the bodily fluid that flows through the lymphatic vessels

and, among other things, channels toxins and waste products away from the organisms. Manual lymphatic drainage (MLD) is a gentle type of massage that uses certain techniques to stimulate lymph drainage. It is used primarily in the case of oedema (= accumulation of lymph/water in the tissue), e.g. for swollen, heavy legs. MLD forms a particularly important part of the after-care given following surgical procedures, especially where lymph nodes have been removed, which may be the case after a breast cancer operation. As MLD has not only a draining but also a relaxing, purging and detoxifying effect, it plays a significant role in the field of wellness.

PHYSIOTHERAPY

is an important alternative (conservative therapy) and/or sensible addition to medicinal and surgical treatment.

There are two different types of physiotherapy: a more active type based on medical fitness and a more gentle type that includes massage. This kind of treatment lends itself to disorders of the spine.

It doesn't matter what type of physiotherapy you choose, the main thing is that you're doing something good for your body and recharging your batteries to make way for a whole new feeling of confidence.

I used to work for a wig specialist. I also spent many years working as a colour and beauty consultant and have spent a lot of time around models in my professional life. My job was all about colour, fashion and beauty; it always meant a lot to me. But it's

full mastectomy of the left breast with axillary dissection. The after-care was made up of 35 radiotherapy sessions in two different areas. I was also on Nolvadex, but I stopped taking this after one-and-a-half years as it wasn't agreeing with me.

nothing. And a lot also changes physically. Suddenly I'm left with just one breast. What now? Thank God I had my loving husband and two daughters by my side. Understanding and love go a long way on the road to recovery. Looking for the right breast form and the per-



Terry K., 57, has always loved fashion – before her illness and still today

my two daughters who have the starring roles in my life. In April 2008, my life was turned completely upside down: I was given the diagnosis "hormone-sensitive cancer in the left breast". After a series of examinations, I underwent an operation a month later: a

A lot of things in a woman's life change when, like me, they are told they have breast cancer. It takes a toll on you mentally: sluggishness coupled with insomnia and, above all, fear. Your entire world is torn apart; all your plans for the future suddenly mean

fect bra posed a real problem. The breast form and bra I wore to begin with felt unnatural and didn't sit well. The whole experience was a catastrophe for me and I felt extremely unhappy.

In 2010 I received the next bit of bad news: I was diagnosed with

cervical cancer. In 2016 I had my right breast removed as a preventative measure. And as if that were not enough, I experienced yet more discomfort caused by lymphoedema in my left arm, around the scar tissue and through to my back. I constantly suffer from pain

care collection. It was like stepping into a whole new world! After an extensive consultation, I started trying out the various breast forms and lingerie sets. I discovered the compression arm sleeves, the lymph relief bra and the wonderful swimwear collection.

arm as the special material has nubs on the inside that massage my skin and improve drainage. Above all, the special lymph relief bra is a huge help to me. It has the same nubbed structure, which makes sure that the oedema around my scars, armpits and back also benefit from the massaging effect they need. The breast forms, combined with the bra and arm sleeves, really do give me a better quality of life.

As I said before: my appearance is important to me. This is something I want to stress to others in a similar situation. That's why I now work with ANITA at fashion shows and workshops. Every woman should feel beautiful and, more importantly, confident after breast cancer. That can only happen if you are wearing the perfect breast form and matching underwear in the right size.

The breast form has to be a perfect fit for the dimensions of the bra. I wasn't getting this right in the past, which is why I could feel my breast form moving around in my bra as I was going about my daily tasks. It made me feel extremely nervous and very insecure. My top tip for other women in this position is therefore to always seek advice from a specialist medical store! Don't ever buy bras or breast forms in the same size without trying them on first. It's not uncommon for a woman's weight to fluctuate. Finding the right size is an absolute must!

I'm so happy I found out about the Anita care collection and that I've been able to get so many useful tips and recommendations. And, most importantly, that I can now feel good in lingerie and swimwear that fit perfectly!



Sound advice from Lingerie Mussenburg

and pressure and have lymph drainage twice a week.

Just before my second mastectomy, I found out about the company ANITA at fashion shows aimed at women who had gone through something similar to me. This is also where I discovered the Anita

I now wear the Anita care Soft Touch breast forms, which count among the lightest breast forms in the Anita care collection. They are ideal for my lymphatic problems and feel completely natural. The Anita care sleeves really help to relieve pain and pressure in my



My name is Reio Vilipuu. I live in Tallinn, Estonia, and work as a physiotherapist. Over the years I have witnessed time and again how breast cancer affects not just the body, but also the mind. There are women who do not dare look at themselves in the mirror, not even months after having a mastectomy, and who find it difficult to wash or touch their bodies. That's painful – for the women

The sense of touch

Everyone knows what we mean when we talk about the sense of touch – but do we really know how important it can be from a therapeutic perspective?

themselves and for the therapists working with them. It shows that the changed body has not yet been accepted.

As a way of distracting themselves from this issue, a lot of women will dive head-first into activities, go on diets, change habits or buy new clothes. Not everything is visible to the outside world. But if someone asks the right questions, millions of thoughts come to the fore that had never been permitted before. Despite being a painful process, I would always encourage

friends and relatives not to shy away from asking these questions and to be there for the person affected.

Normally patients will come to me a week after having a mastectomy or lumpectomy and we'll go over key things: the lymphatic system and possible oedema in the arm and breast, scarring, the fascial system, regaining the normal range of motion from the shoulder and shoulder blade, easy initial exercises, etc.

Only after we've established a certain level of trust will I then ask patients to show me their arms so I can measure the circumference every four centimetres. This allows any possible swelling of the arm to be identified months or even years down the line. It is also the first time that I'll touch the pa-

triggered this change? A trusting relationship with your therapist of course plays a huge role here, but also the sense of touch.

During the first few sessions, we give a manual lymphatic massage, gently moving the scar, the skin and the fasciae. It might be painful in some places, but it generally feels good.

The warm touch of the hand triggers the healing process on many different levels; it takes away the patient's fear and helps them to mentally acknowledge the scar and their body in general. Patients will often then ask how they should best clean the scar, and about other things that might help. Through the sense of touch, the

positive. Touching and massaging the skin and the connective tissue in general also has a huge impact on the affected part of the body. The tissue is loosened, as are the fasciae. Liquids drain better, which means oedema and swelling go down and the feeling of tension is relieved. Patients feel more mobile and are more likely to do their exercises, which then speed up the healing process even more.

By looking at the colour and temperature of the skin and scar, therapists can judge which exercises should be done next. We can get a sense of the tissue's elasticity, identify areas of collagen that are not moving freely, and even

feel out painful strands of connective tissue in the skin. Areas of fluid retention in the tissue in need of compression garments, special bras or lymphatic therapy can also be detected here. By touching the patient, we gain a much bigger picture of what is happening in the body and a much better idea of the right kind of therapy. Furthermore, the sense of touch brings patients so many benefits and can speed up the entire healing process.

Through the sense of touch, the autonomic nervous system is given information about the body.



tient. Next I want to take a look at the scar. This is the more difficult part. Every patient automatically wants to cover herself with a towel or something similar. However, for the therapy to work, I need to be able to see and touch the scar and skin. After a while, most patients no longer have a problem undressing and lying down with nothing on their upper half. But what

autonomic nervous system is given information about the body and its external environment and responds by stimulating or inhibiting physical processes such as blood pressure, the heart and breathing rate, body temperature, digestion and the metabolism, etc. Above all, however, the patient becomes calmer, more relaxed, and generally feels better and more

Fashion



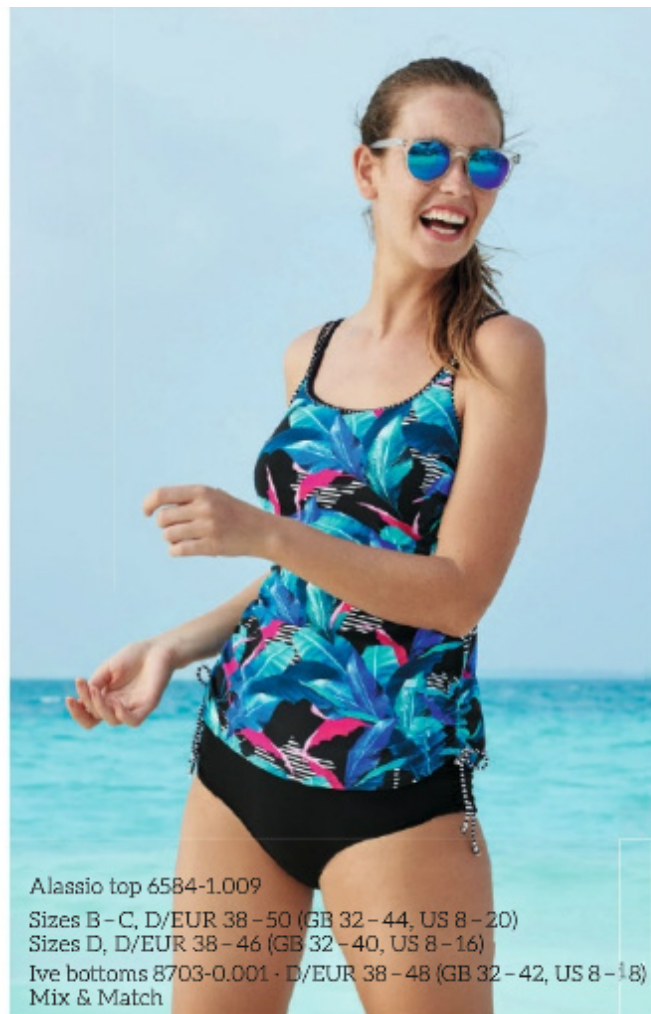
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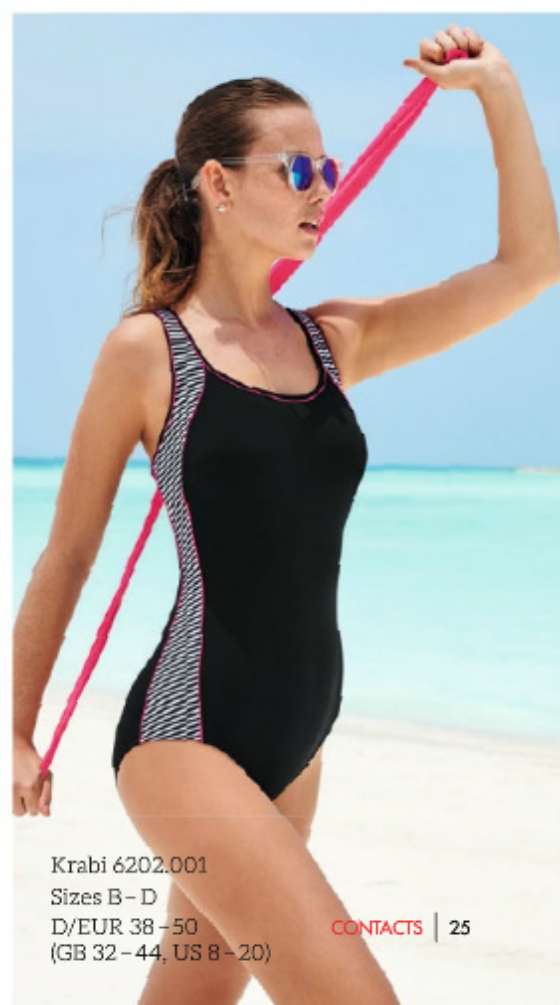
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(GB 30 - 42,
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Mix & Match



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WIN A TRIP TO THE COSTA DE LA LUZ

The Costa de la Luz, literally "Coast of Light" in English, is a region that impresses not only with its special soft light but also with its many miles of white sandy beaches. The region is one of the most popular travel destinations in southern Spain and stretches from the estuary of the Guadiana River in the Province of Huelva along the Gulf of Cádiz right down to the town of Tarifa almost at the strait. With over 20 towns of historical interest in the local area, quaint fishing villages and truly spectacular coastal scenery, holidaymakers certainly won't run out of things to do.

The main towns in the Province of Huelva are Ayamonte, Isla Cristina, Punta Umbría, Mazagón and Matalascañas. The wide beaches with their sand dunes and pine forests offer a place to relax and also have an abundance of restaurants complete with terraces where

visitors can indulge in delicious, fresh seafood. All this plus live music is sure to put you in holiday mode!

The coastal towns dotted throughout the Province of Cádiz all have a unique charm. In terms of beaches, some are great for the entire family such as those in Cádiz, Rota, Chipiona or Chiclana de la Frontera, while others are more secluded natural beauties such as in Conil, Barbate, Bolonia and Zahara de los Atunes. The region around Tarifa, located closer to the strait, is the place to be for fans of water sports such as surfing or windsurfing. Tarifa itself is known for its laid-back multicultural hippy, boho and surfer vibe.

Another attraction is Doñana National Park, the most important nature reserve in Spain and the largest ecological reserve in Europe,

which can be explored along hiking routes, by bike or while birdwatching. The mix of marshes, lagoons, pine forests, dunes and cliffs is home to a number of protected animal and plant species, making it a hotspot for nature lovers.

Have we sparked your interest? Then turn to the last page of this edition of **CONTACTS** and enter our competition! With a bit of luck, you could win a trip to the Costa de la Luz.



Have a go!



With a bit of luck, you could win a week-long trip for two people to Spain's Costa de la Luz.

Wake up every morning to the view of the glistening sea from your junior suite at the Hotel BARROSA PALACE & SPA! and enjoy the mouthwatering delights of staying half board. The trip includes flights in Premium Economy plus 500 euros to spend on day-trips, e.g. to Vejer de la Frontera or Cádiz.

The holiday can be booked for the end of June or during September.

Good luck!

Try your luck in our competition!

You're sure to know the answers to our questions. With a bit of luck, you could win the following prize:

Prize:

1 week Costa de la Luz/Spain
incl. hotel stay and travel plus
500 euros spending money

What anniversary is being celebrated
by this year's edition of CONTACTS?

What does TriProVita stand for?

The Josephine bra now comes in
which new colour?

Terms and conditions of entry: all correct answers will be entered in the prize draw. The judges' decision is final. ANITA employees may not enter the competition. I consent to the storage of my personal data by Anita for marketing purposes. Your data will not be transmitted to a third party. The deadline for entries is 31.10.2019

Congratulations to the winner of the CONTACTS 2018 prize draw

The correct responses were:

Soft Pink

Running

Massaging sports tights

And the winner was:

Holiday in Ischia

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In accordance with the GDPR, please note that your data will be stored for the purposes of the competition and may also be used to send out future issues of CONTACTS. You are entitled to modify your data and to request their deletion at any time.

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