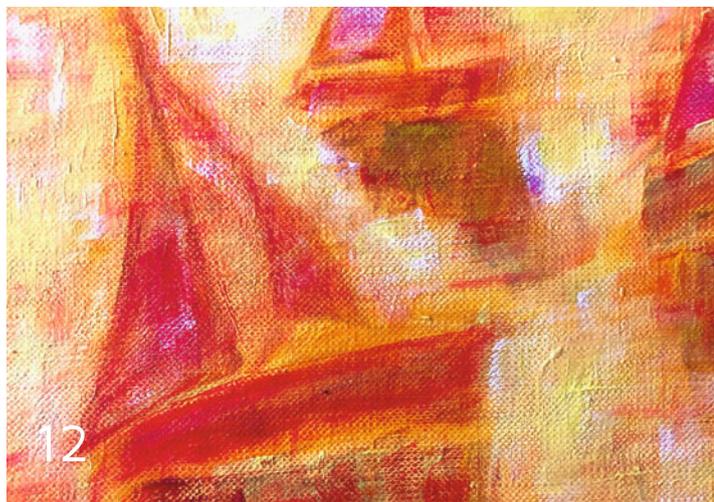




## ‘as you are.’

The poetry of Nayyirah Waheed proved to be a powerful guide for Wendy during her therapy and also formed part of our special shoot with the lovely Dutch woman. We were blown away by her positive attitude and her cheerful nature, and really appreciate her sharing her story with us.



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## ANITA CARES. THE MAGAZINE

### BODY AND MIND POSITIVITY

Time and again, we come across people who simply stop us in our tracks. For us, the CONTACTS team, Wendy is one of these people. She joined us for a photo shoot in Brannenburg, where she presented her favourite ANITA outfits. Despite her illness, she has always maintained her positive attitude. We are honoured to be able to share her story in this issue (from page 4) and to show you, our readers, the wonderful images that were taken during her visit.

When flicking through the following pages, you are sure to notice that we have redesigned our magazine. Not only is a more modern visual language now seen in the title; the contents of the magazine also more strongly reflect the spirit of our time.

Other topics featured in this issue include:

- ANITA assumes responsibility with "I made your bra"
- art therapy - how can it help?
- specialist retailers break the mould
- and of course the latest Anita care fashion

*It's well worth entering our competition once again this year. You might just be the lucky winner of a trip to Opatija in Croatia! Our colleague Helena T. offers insider tips that are sure to give you that holiday feeling and make you want to go off and explore this fantastic area.*

I hope you have an enjoyable read and I wish you all the best.



Susanne Ernst  
Editor-in-chief

P.S.: Further information can be found at [www.anita.com/anita-cares](http://www.anita.com/anita-cares). Take a look for yourself!



Sport got 45-year-old Wendy T. from the Netherlands through her illness, both mentally and physically

# “YOU JUST HAVE TO GET THROUGH IT”

I can still hear myself say it: “I am stronger than I’ve ever been in my adult life.” Good job, physically active. Diving. Two years of intensive weight training. Running after a long break from injury. And then...

Wednesday morning, I was working from home. After the hot

summer of 2018, 3 October was the first cooler day we’d had in a while, and I felt cold. I crossed my arms around me, high under my cardigan. And that’s when I felt a bulge on the side of my left breast. My husband could feel it too. So I rang my GP. He said: “I’ll make an appointment for you

at the hospital.” He didn’t sound particularly concerned. I got an appointment for the Friday so I didn’t have to spend the weekend worrying.

My husband asked me whether he should come along, but based on my GP’s reaction I didn’t think it was necessary. “No, oh, it’s just a

routine check-up." I was examined at the breast centre: first a mammography, then an ultrasound. "Nothing has stood out to me on the images," said the radiologist. I felt reassured.

Until he examined my armpit. "Actually I'm going to do a biopsy. Also from under your arm, there's a lymph node there that seem a little enlarged." Oh. Ok. "You're pretty calm," said the nurse who was also there. In that very mo-

## "I wouldn't assume everything is fine."

ment, my hands started to shake. The radiologist handed me a report for the breast centre. "Should I be worried?" I asked. He responded with a serious expression: "I can't tell you that you shouldn't be worried."

"What did the radiologist say to you?" asked the nurse back at the breast centre. I immediately felt the tears come. The report was really concerning. I should have the final results in the coming week. I asked again whether everything could still turn out to be fine. "I wouldn't assume everything is fine." And that was that. Then you just sit there. And you have to ring your husband, knowing you're about to turn his world upside down. Your parents. Your friends. From that point on, everything went very quickly. A tumour in my breast, metastases in my armpit. A PET scan: are there any more metastases? Within a week and a half, you go from being fit as a fiddle to seriously ill, maybe even terminally so. You don't have time to process this. You just have to get through it. The fact that I was in such good shape from sport went in my favour.

Thankfully the PET scan was fine. Treatment began shortly afterwards. Chemo and immunotherapy. During the six rounds I had, I became more and more ill. I lost my hair and couldn't eat anything. I was absolutely exhausted, my bones ached and I suffered with neuralgia. Chemotherapy might be life-saving, but it's also extremely destructive.

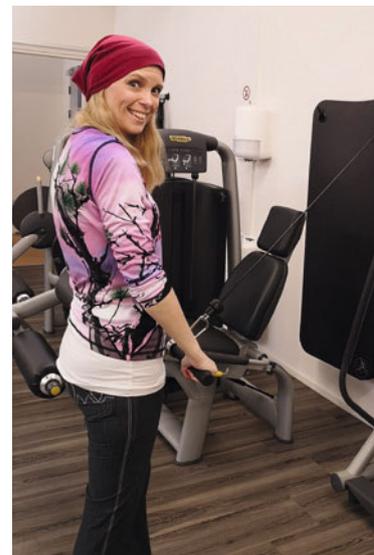
During this time, there were two rays of hope. Firstly, there was the FIT programme. This is a gentle physiotherapy programme with other women in a similar position, as movement during chemotherapy is proven to have positive effects: participants in the programme tolerate treatment better than patients who don't do any regular exercise.

Secondly, there was the fantastic world of sport, which I was already involved in. I told my story on Instagram and received

## It pains me to say that I can no longer take a healthy body for granted.

brilliant responses from the running community. My ANITA ladies really shared my pain. I was suddenly an ANITA lady in two respects: on the one hand I was an ambassador for the superb Anita active sports bra, at the same time however I was relying on the wonderful Anita care collection, which really helped me after my breast preserving surgery and during radiotherapy. The invasive treatments are now finished, but unfortunately it doesn't end there for me. I have another six months of immunotherapy and probably another five years of hormone therapy ahead of me. My body

and mind have also changed radically. Breast cancer is a diagnosis that never allows you to say you're completely cured. The odds are in my favour, but this thought will be with me forever. It pains me to say that I can no longer take a healthy body for granted. I will always have to undergo check-ups, which I know will be the cause of more anxiety to come. What helps is being able to see what my body is capable of. I'll never forget the first time I went running during my rehabilitation. I shed countless tears, I was back on it! Diving after getting the go-ahead from the doctors. Floating at eye level with a



seahorse and enjoying the beauty nature has to offer. Gaining trust in my body once more after feeling like it had deceived me. Sport and everything that goes with it is fantastic. It got me through this difficult time, mentally and physically. I hope that I get to be an ANITA ambassador for a long time to come and can share my love for sport. Just you wait world, I can and I will succeed!



Wendy on instagram:  
„After treatment, I lost my hair, and I lost 15 kgs because I couldn't eat. I felt sick, down, and as if I had lost my femininity. The lumpectomy didn't help. So when @anita\_since1886\_official asked me to stand model for their lovely new collection in Anita care swimwear, lingerie and sportswear, I was pretty apprehensive. But they were so gentle and sweet with me when I was in their studio last weekend, and took wonderful pictures. They made me feel at home again in my own skin – short hair and all! I had so much fun and will be forever grateful to the lovely marketing team in Bavaria.“

Follow Wendy on instagram:  
[@everythingwendy](#)



1)

# MY STYLE

2)



FASHION



CARE

4)



6)



3)



5)



7)



**1) air control Delta Pad** · 5544 · cups AA – H · 006 white, 107 smart rose, 222 yellow/antracite, 408 anthracite, 459 black/neon, 588 pink/antracite, 595 coral/antracite · **Massaging sport tights** 1695 · 34 – 48 (GB/US 28-42/4-18) · 001 black, 371 blue iris **2) FLEUR** 5754X · cups A – E · 001 black, 408 anthracite, 612 crystal, 769 berry, 280 rose violet, limited edition · Briefs 1353-1 · Thong 1354 · High-waist briefs 1355 **3) MILA** 5796X · cups A – D · 001 black, 464 storm grey, 707 biscuit · Thong 1396 · High-waist briefs 1397 · High-waist briefs+ 1398 **4) JOSEPHINE** · 5775X · cups AA – D · 279 blush pink, limited edition · Briefs 1475 · High-waist briefs 1476 **5) SANTA MARTA TOP** · M0 6518-1.582 · cups A – C · 36 – 44 (GB/US 30-38/6-14) · **MIA bottoms** M0 8759-0.582 · 36 – 46 (GB/US 30-40/6-16) · Pareo M0 8113.582 **6) DIRBAN** · M0 6367.009 · cups B – D · 38 – 56 (GB/US 32-50/8-26), cups E – F · 38 – 48 (GB/US 32-42/8-18) **7) LOTTA** · 5769X · S – XL · 001 black · 541 lotus

Wendy is wearing the Anita care compensation cup EQUITEX 1057X in the Anita active sports bra air control Delta Pad 5544

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# Who made my bra?

#WHOMADEMYCLOTHES  
FASHIONREVOLUTION.ORG



Anita Germany



Anita Myanmar



Anita Czech Republic

Where does my new bra actually come from and who made it? “Fashion Revolution Day” is held every April in memory of the 2013 garment factory disaster in Rana Plaza, Bangladesh. On this day and others beyond, the organisation Fashion Revolution campaigns for more transparency in the fashion industry with the motto “Who made my clothes?” We are happy to support this initiative with a look behind the scenes of our own factories. Specially created with the campaign in mind, the website [www.anita.com/whomademybra](http://www.anita.com/whomademybra) shows who is behind our Anita and Rosa Faia products. We put a lot of effort on fair, high-quality and sus-

Asia. The ANITA production sites work to the highest European quality standards no matter where in the world they are, also in Thailand and Myanmar. ANITA has been operating as a 100 per cent family-owned company

and philosophy of the entrepreneurial Weber-Unger family. It is important to us as a company that we assume responsibility, not just for our staff and products, but also for the environment. What’s even more important is

## FOR MORE TRANSPARENCY IN THE FASHION INDUSTRY

since 1886 and assumes responsibility for every single one of its employees. Showing respect to employees is part of the attitude

that we bring this mindset to life in our everyday actions rather than merely collecting certificates for the sake of our image.



Anita Chonburi



Anita Myanmar

tainable production. This is why all our articles are developed at our headquarters in Germany before being produced almost exclusively in our own factories. Before an Anita or Rosa Faia bra hits the shelves, it first passes through a number of work processes and departments, and dozens of careful hands. Around 1,700 members of staff are employed across production sites in Germany, Austria, Portugal, the Czech Republic and

### WE ASSUME RESPONSIBILITY



ENERGY & WASTE

Our headquarters were built in line with the highest standards and with an eye to ecology and energy efficiency



PRODUCTION

Our products are made almost exclusively at our own factories – according to European standards all around the world



RAISING AWARENESS

With their many creative ideas, our members of staff help us bring our values to life and develop them further



QUALITY & AWARENESS

We design and produce high-quality products that are manufactured in a way that respects people and nature



TRUST & FAIRNESS

We treat each other with respect – regardless of where in the world we are



# THE ART OF HELPING TO HEAL

Christiane von Canal, MA  
Psycho-oncologist (WPO)  
Art therapist (BVAKT)  
Yoga teacher (BYV)

Department for Psycho-oncology  
and Psychological Pain Therapy

RoMed Hospital Rosenheim

The arts were known for their healing powers even as far back as the ancient times. In Germany for example, art therapy comes in all kinds of forms and is now one of various services offered by most psychiatric, psychosomatic and oncology aftercare clinics. It is a process-oriented method that is able to lend form and expression to the unspeakable, where words alone are not enough. Art therapies generally work either through painting, drawing and sculpting or with music, language and creative writing. There are no standard approaches here, but a range of different options. "I quickly felt a sense of comfort and relaxation just from putting my mind to painting and completely immersing myself in it." This patient testimony describes the kind of trance that artistic work can create, also referred to as "flow experience". We now know that this has a relaxing effect, and that relaxation facilitates healing and pain relief.

A lot of people suffering from an illness, be it cancer or something else, might take up art as a form of therapy purely as a way of distracting themselves. Over time, however, many find that painting can lead to them boosting their inner strength and actively dealing with their illness. Therapies and interventions focused around talking are often viewed as too debilitating in crisis situations caused by illness. Art therapy can be helpful here in bridging the gap. Images serve as a way of projecting

feelings of fear, doubt or rage, where words are not enough. It is often then easier for a person to express themselves using metaphors, images and symbols rather than language. The page is never left blank, and absolutely no previous experience is necessary.

All kinds of images emerge in painting therapy, and any initial limits placed on a person's own creativity caused by illness or exhaustion can change over the course of this creative conflict, coming out in the form of colours and shapes. People can experience new things. This positive, creative experience can give rise to new optimism that

## Where words are not enough, art therapy can give form and expression to the unspeakable

goes beyond the therapy itself. After all, an illness doesn't merely affect the body. It also plays on the thoughts, feelings and imaginations of those affected. This side of the illness can find expression through artistic therapy. This work begins with "self-awareness" and "self-formation". Patients who are often unable to reflect on their situation are given the opportunity to actively come to terms with their new, often traumatic situation. Art therapy can therefore be extremely helpful in processing an illness.

It also opens up the possibility of linking in to certain topics and things associated with joy, and thus counter the illness with

something positive and empowering. The artist's own thoughts and attitudes then come out when discussing the images. Problem-solving approaches can be planned; each "problem" can be seen as a task to be resolved through art. This allows the patient to step out of their passive role as a person who is simply "doing something". In the best case scenario, the psychophysical activation triggered by the act of painting also results in actively dealing with the illness and new life situation. Only by picking up the paintbrush can we create and transform things. Sometimes also "pictorial facts" and "interference factors" have to be grappled with in the image by incorporating them as well as possible if they can no longer be eliminated. Just like in life itself.

Whenever a person is looking to work on improving herself in a way that goes beyond mere self-awareness, whether through art therapy or something entirely different, it is always good to work with an experienced therapist.

In Germany, this type of therapy is generally classified as a special service that may be covered by health insurance companies and is reimbursed, at least in part, as 2 x 12 individual sessions a year.

Through so-called "IV" policy models (integrated care with anthroposophical therapy), some health insurers can also reimburse such therapy in full, but only if the sessions are led by certified art therapists (e.g. with a BVAKT qualification in Germany).

Please ask your doctor, your health insurance, insurance company or a self-help group which therapies are supported in your country.

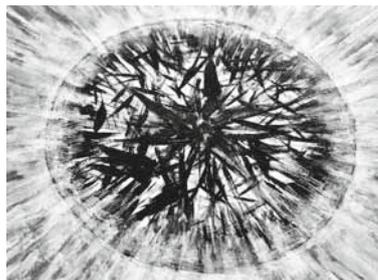


At 47 years old and in my professional and personal prime, I was suddenly torn away from life for a very long time in August 2016 when I was diagnosed with breast cancer. I found it extremely difficult to cope with being ill and having to put my life on hold. Amidst all the chaos, it was the planning skills I had learned from my work that kept me stable, so I decided to set myself goals alongside my therapy. Once I had made it through the chemo-

you're feeling. I was often unable to explain how I felt. I was forced to increasingly withdraw after difficult situations and began to paint what I was feeling. All of the feelings going on inside of me were to find their way onto the canvas. This is how so many "heart pictures", as I like to call them, came about. One look at one of my paintings is worth far more than a thousand words. My plan at the time had shifted from well thought out, more commer-

## A PICTURE IS WORTH A THOUSAND WORDS

Nicole Cecil Bräunig-Reichel works as a management economist in Berlin and the Chiemgau region of Bavaria. Following a difficult time coping with her illness, she began to express what she had experienced. Through writing and painting, she was able to express how she sees the world – drifting between the presence of death and a pure lust for life.



therapy, my personal plan was to paint pictures. With no relation to my illness whatsoever, I thought about motifs, tried a few things, played with techniques and sold my "head pictures", as I like to call them.

The connection to my illness only appeared when I noticed how little I wanted to return to my former life following the traumatic experiences I had been through. There are a lot of things you let go of at a time like that: stability, dignity, people... And those around you can't really understand how

cially appealing "head pictures" more towards "heart pictures" that I painted just for myself. Whether or not you can paint, whether people like your pictures or not – that's all beside the point. What matters is whether it makes you happy. You can get a better impression of my work from my website: [www.nicole-cecil-b.com](http://www.nicole-cecil-b.com). The picture galleries offer a chronological representation of how I have dealt with my illness right through to today – it's a kind of picture diary. Both my blog and the entries in the guestbook are extremely expressive – from people who have been able to observe my illness, my paintings and the effects art has had throughout this time.

I'm now back at work, but I will never stop painting. It's good for the soul. I was diagnosed with breast cancer in April 1998. I was



Anna with her daughter



Mother and son



Son and husband form part of the gang

Anna writes for our Anita blog. Read her moving and encouraging articles here: [www.anita.com/blog/de/](http://www.anita.com/blog/de/)



Anna at the Muddy Angel Run

37 years old at the time, with a 7-year-old daughter and an 11-year-old son. A mastectomy was followed by intensive chemotherapy. By the time I had my last chemotherapy session on 11 November 1998, I had had an extremely difficult year behind me. Nature and enjoying the great outdoors has helped. That has always been the case, but it means so much more to me today. As soon as I felt a little better, my husband and I were back out

on little hikes and bike tours. However, a scar recurrence was detected a year later. I was given radiotherapy and anti-hormone therapy, which sadly became a pattern that was repeated every couple of years. My children have practically grown up with the topic of cancer. On the one hand it's really sad, but it has likely also given them strength on the other as I have always tried to remain a good role model for them, even today.

For example by using good days to be active and do something for myself.

In 2015, metastases were unfortunately found in my lung, which meant another course of chemotherapy. Once I had survived that, too, I underwent long-term therapy that was meant to curb the illness. But metastases were then found on my liver at a follow-up examination. I opted for radiotherapy. Throughout all of these difficult times, I always tried to keep my life busy with sports and activities. Nature, hiking and sport are extremely important to me and always give me strength. In 2018, when I was stood in front of the doctor who had supported me in 2016, he was surprised not only to see me, but also by my state of health. At the time, he had given me just one year to live. This has strengthened my belief in what can be achieved through sport and a person's own determination. I'm in my element when I'm out hiking!

*Movement*  
really does  
*matter*

**Sport and hiking give Anna a sense of fulfilment and bring her strength**

These happiness hormones can't be bad for you! I would never have thought I could be so strong and endure so much.



# Words GIVE STRENGTH

The words we share with others can really lighten the load. Not just to the readers of a text, but also to the author themselves. I can say this from experience. My name is Marzena and I'm the author of the Polish blog "Woman in the running" ([www.kobietawbiegu.pl](http://www.kobietawbiegu.pl)). I'm 33 years old, live in Poland and have been sharing texts with other women through my blog for six years now. These cover all kinds of topics - life in general, everyday concerns, and my "adventure" with breast cancer, which I used to think I was too young to develop.

Looking back, I knew absolutely nothing about prevention at the time and I never checked my breasts at all. I know there are many women out there today who have the very same attitude, who feel like they couldn't possibly be affected by breast cancer because of their age. That's one of the reasons I started my blog. I described my therapy, all of my examinations, my daily doubts, and I ultimately shared my fears. It really helped me to look at my situation from a more objective angle and come to the conclusion that the illness is not the end of the world!

The many talks and support I've had both online and in person

gave me strength. Thanks to my blog and also my illness, I have gotten to know so many fabulous, strong women who have survived breast cancer with their heads held high. Some of them might have lost a breast, but that isn't what matters - life is what matters. That we are lucky enough to be here. That we are there for one another.

This is how the idea came about to organise an ANITA women's run called "Zawsze Pier(w)si" (which translates as both "always the best" and "always the breasts"), with the aim of raising awareness of breast cancer prevention. Over time, the runs have given way to a type of community (both online and in person) that my texts are directed towards. At the same time, I try to use our meet-ups to provide information. My goal is to illustrate different paths, to

## I thought I was too young to develop breast cancer

advise and to support other women. One example here is Kasia, also a "Woman in the running", who is helping our community finance an extremely expensive breast cancer therapy that is not covered by the health insurance companies. For Kasia, not only is this financial support invaluable



## WRITING AS A FORM OF THERAPY

Everyone has done it at one point or another: captured their woes in a diary or written an unsent letter to a love that wasn't meant to be. Things you don't trust yourself to say out loud can sometimes be put down on paper. This act alone lightens the load and lets you think more clearly – even if your words never reach the person you're speaking to.

This kind of expressive writing therapy was substantiated in the 1980s by American psychologist James Pennebaker. By writing down burdensome experiences and the feelings associated with them, people find it easier to overcome them.

Today there are countless studies that attest to the positive effects of expressive writing therapy, both on a person's physical and mental health. It has also been shown to improve the immune system, blood pressure, emotional well-being and even academic achievement.

but, above all, the positive energy she gets from the other women gives her the strength to fight her illness, to not let it get the better of her, and to continue living!

Words can act as a form of therapy. I don't think we talk enough, at least not on a daily basis. Despite the fact that talking is so important as it helps us to organise our thoughts. Writing is like having a conversation with your own thoughts and feelings. For me, it's

also a form of relief as it allows me to share my experiences of the illness with other people. It takes a huge amount of energy to fight an illness and you have to find that from within.

A conversation, writing, telling your story can help you just as much as any drug. This is also reflected in the huge number of online blogs that deal with the topic of breast cancer.



Marzena's blog can be found at [www.kobietawbiegu.pl](http://www.kobietawbiegu.pl)



Marzena at "Woman in the running"



During training



# Ravioli

with leaf spinach, pine nuts  
and walnuts



We often cook vegetarian meals. Not only do they taste great, they also help us do our bit for the environment. After all, our nutrition doesn't only leave its mark on our bodies. This is something my husband, an environmental scientist, often talks about. I'm going to share one of my favourite recipes here.

## Ingredients

- 600g fresh leaf spinach
- 750 g fresh ravioli – filled as preferred, e.g. spinach and ricotta, pesto and Parmesan, or mushrooms
- 100 g green pesto
- 1 garlic clove
- 1 small onion
- 30 g pine nuts
- 100 g walnuts
- 250 g cherry tomatoes
- 80 g grated Parmesan
- Olive oil
- Ground black pepper
- Salt

## Prepare

Wash the spinach leaves and mince the garlic clove. Dice the onion and chop the tomatoes. Brown the pine nuts in a frying pan without oil. Chop the walnuts.

## Cook

Set a pan of salted water to boil for the pasta. Place the onion and garlic in a frying pan with a splash of olive oil. Keep adding handfuls of leaf spinach: as soon as one handful has wilted, add another. Stir continuously to prevent the spinach from burning. Once all the spinach is stirred in, add the cherry tomatoes and pesto. Heat everything through and season with a little salt and pepper. At the same time, cook the pasta according to the packet instructions and then drain. Split the pasta between preheated plates and top with the spinach mixture. Add the pine nuts, walnuts and finally the grated Parmesan. Add more salt and pepper to taste.



# Breast cancer has many sides Anita cares.



Paulina and Alexandra from the podcast "2 women, 2 breasts"



At the podium discussion



Devoted and courageous – the evening's speakers

On 25 October, Anita care organised the event "Breast cancer has many sides" in Munich. By hosting events like this, Anita care wants to break the taboo surrounding breast cancer. "In Germany, every eighth woman will be diagnosed with breast cancer at some point in her life. Which makes it all the more surprising that we don't hear about it that often." The topic is close to the hearts of Stefanie Metzler, Head of Marketing at Anita, and her team. "We want to help lift the taboo so that those affected and their families don't feel like they're on their own. We were therefore elated to be joined by such amazing women for our event, who were happy to share their experiences and dedication with us and our guests." The programme looked at various aspects, offering both information and reassurance: Isabella Ladines described a project she started and is absolutely passionate about: the public charity LebensHeldin!, which literally translates as "LifeHeroine!". LebensHeldin! seeks to accompa-

ny women on the road to recovery with an innovative, non-profit range of offers and services that help the women concerned take a positive approach to overcoming their life-threatening illness. For example, through healing trips, video tutorials and coaching sessions. Authentic, outspoken and humorous – this sums up Paulina Ellerbrock and Alexandra von Korff's German podcast "2 women, 2 breasts", where they discuss the different sides of their illness. In their "Life" episode on the topic of friendship, Paulina and Alexandra spoke in Munich about welcome and unwelcome phrases and reactions, about the elephant in the room that goes by the name of cancer and is able to change everything in an instant, and about how completely new friendships are formed. They really enjoyed being able to receive direct feedback from their listeners in this format. The event took a rather emotional turn with the German short film "What remains". "With the film, I want to highlight some of the 'side effects' of

the illness that are all too rarely discussed. The film tells the story of a couple trying to come to terms with the consequences of breast cancer. But it is also the story of a woman who is trying to fight for her femininity and her dignity," says Eileen Byrne, director, describing her film. The emotions and dedication shown by the speakers and guests on the topic were clearly visible throughout the podium discussion and subsequent get-together. Conversations ran late into the evening. As one participant said, "I found the event so wonderfully inspiring – it was marvellous, I'm going to be thinking about it for a long time to come."

## INFO

The podcast "**2 women, 2 breasts**" (in German) can be found at: <https://2frauen2brueste.podigee.io>

More information on the **LebensHeldin!** charity can be found at: [www.lebensheldin.de](http://www.lebensheldin.de)

Find out more about **Eileen Byrne** and her **filmography** at: [www.eileen-byrne.com](http://www.eileen-byrne.com)



2)



CARE



4)



6)



3)



5)



7)

**1) VENECIA** 5771X · cups A – E · 462 dusty grey, 463 shadow blue **2) HANNI** 5787X · cups A – E · 001 black, 753 desert **3) CAROLINE** 5762X · cups AA – D · 379 night blue, 593 light rose, 278 shiny grey - limited edition **4) MILA** 5797X · cups AA – D · 464 storm grey **5) FLEUR** bandeau lace top 0600 · cups A/B – E/F · 001 black, 006 white, 280 rose violet - limited edition, 408 anthracite, 612 crystal, 769 berry **6) TONYA** 5706X · cups AA – F · 001 black, 007 nude, 047 champagne, 277 soft blue - limited edition **7) AIRITA** 5750X · cups A – E · 001 black, 612 crystal, 774 light powder

# NEW STYLES & BESTSELLERS

FASHION



1)



## A breast form you can always rely on

Supermum, friend, boss – every woman slips into all these roles and more in the course of a day. They have all kinds of things to think about – whether or not they are wearing the right breast form shouldn't be one of them. We at Anita have made sure of this with our latest creation: the 1066X Velvety. A breast form you can rely on no matter what the situation, it fits pretty much every bra thanks to its modified basic shape. At an early morning office meeting, rushing to make the train home, or enjoying an evening with friends – Velvety provides just the right level of support. Its silky-soft feel and pleasant structure on the back make the breast form so comfortable to wear that you'll forget it's even there.

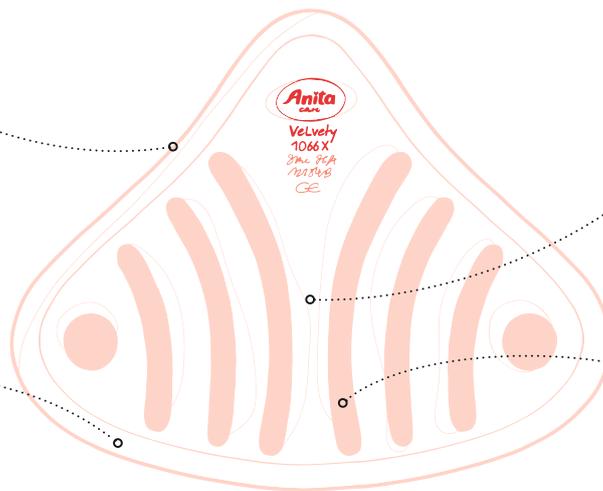
# VELVETY

As velvety as my skin

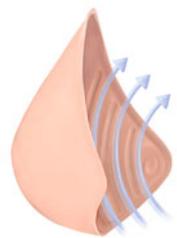
**NEW!**

Can be worn in different ways  
Due to its modified basic shape, the Velvety 1066X also fits modern bra styles

Even softer to the touch  
The particularly soft surface sits snug against the skin, is gentle on sensitive scar tissue and feels very natural



Cup depth  
Improved fit, also in larger cup sizes



Soft, textured back  
The breast form is designed to not sit flat against the skin, ensuring maximum air circulation, a balanced body temperature and therefore optimum comfort. The soft, textured back has a subtle massaging effect

### Information / Indication

Sizes:	EUR 65–115	INT 2–12	France 80–130	100% silicone
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- For full compensation
- For uneven scar tissue
- For a heavy breast
- In the case of lymphoedema
- For sports activities
- For women who tend to perspire



Anita cares.



How can breast cancer be detected at an early stage? Women aged 30 years and above can be examined for breast cancer once a year by their doctor, while mammography screenings are offered to women aged 50 years and over. Char-

felt according to a standardised procedure. The MTE informs the physician of their findings, who then

criteria. "The collaboration was really exciting. After we had come up with a shortlist in-house, taking into account the various ma-



## TACTILOGRAPHY

Discovering Hands harnesses the superior sense of touch of blind and visually-impaired women, training them to become professional medical tactile examiners (MTE). Tactilography is a complementary form of diagnosis that can be used to detect breast cancer at an early stage in all age groups.

## SELENA

Anita care's Selena bra 5776X featuring the new breast form pockets tested by Discovering Hands will be available in stores from September 2020.

# blind date

Tactile diagnostics – Discovering Hands in the fight against breast cancer and for the inclusion of the visually impaired and blind

itable social enterprise Discovering Hands is seeking to improve this kind of preventive care. Discovering Hands trains blind and visually-impaired women to use their highly developed sense of touch for breast cancer prevention. Tactilography is the term coined for this kind of examination, which aims to optimise the early detection of breast cancer. The tactile breast examination conducted by an MTE (see box) takes between 30 and 60 minutes, during which the breast is

discusses them directly with the patient. MTEs are able to detect even the smallest of tissue changes in a woman's breast - which can save lives.

When it came to choosing a new fabric for the breast form pockets featured in our Anita care special bras, we called on Discovering Hands to see whether they could support us with their unique sense of touch. As part of a thorough test, ten MTEs felt the different fabric options and evaluated them according to predefined

material mixes, desired function and cut, we then turned our thoughts to the feel of the material," explained Katja Hartenstein, Head of Lingerie R&D at ANITA. "That's when we came across Discovering Hands. The testers picked up on differences that we had never even thought about. Discovering Hands is as committed to the topic of breast cancer as we are. It was therefore fantastic that we were able to work together!" For further information, please visit: [www.discoveringhands.de](http://www.discoveringhands.de).





Boutique Fee pour elle

the best brands. And we support our customers not only with clothing, cosmetics and much more, but also with help and advice on how they can rediscover their femininity.” On the back of Ingrid’s online shop Comptoir de Vie, a brick-and-mortar store has now opened between Aix en Provence and Marseille. The founding of her company is rooted in a very personal story: “The idea to open a shop came to me after my mum was diagnosed with breast cancer in

## International stores offering more

Anita Dr. Helbig GmbH is a globally operating company with seven production sites and 20 sales and distribution branches. This means that medical stores and specialist retailers stocking the Anita collections are found pretty much all over the world. However, despite product quality remaining consistently high, there are huge differences when it comes to the design of the stores and presentation of the articles.

In France, a whole new generation of retailers has emerged over the past 15 years specialising in the care of women suffering from cancer, in particular breast cancer. We want to introduce three of these stores, all of which are, and offer, something very special – products for women affected by the illness, presented in a pleasant, refined

**Not only do different countries have different conventions; the look and visual appeal of specialist retailers can vary dramatically from place to place**

and feminine setting. Fee pour elle has two boutiques in Paris. Aged 24 years old, founders Eva and Camille met a woman of the same age whose attitude towards cancer left a lasting impression on them. This has since materialised into a real vision: “We want to focus our advice on the women themselves and not on the illness, and reignite their enjoyment of shopping for pretty lingerie and underwear.”

For Veronique’s Paris boutique L’Embellie, everything began back in 2005. She describes her aspiration as follows: “We want to offer the widest selection of high-quality products and solutions from

2007. I wanted to launch a platform that would bring together the broadest range of articles and solutions to help women look after themselves during and after the illness.” The website proved to be a hit from the very beginning; the



Boutique Comptoir de Vie



Boutique L’Embellie

store opening then continued this adventure. It satisfies the need for a more personal touch that the on-line shop isn't able to give.

The situation in Eastern Europe is completely different to that in France. Medical stores tend to be rather impersonal here: complete with sales counter and glass panel, they put up a physical division between assistant and customer. The women hand in their prescriptions and receive the articles their doctor has prescribed. There are no fitting rooms in sight, let alone useful advice!

The three shops run and/or supplied by Anita in Bosnia and Herzegovina, Croatia, and Serbia are much more customer-focused. They offer women diagnosed with cancer a completely new level of quality when it comes to feel-good atmosphere and advice. One example is the 100-square-metre shop belonging to medical device wholesaler Cherka in the centre of the Bosnian city of Mostar. Alongside medical and orthopaedic devices, the store also has a separate room offering everything that might be needed after a woman has undergone a mastectomy and radiotherapy. In a homely environment, furnished with sofas and fitting rooms, customers can find not only products from the Anita care collection, but also bras and breast forms, Lymph-O-fit items, wigs, turbans and other articles.

Also in Serbia, east of Bosnia and Herzegovina, the ambience of specialist medical stores is undergoing a transformation. A recently opened store in Belgrade did away with its old look completely and took the opportunity to create a



Cherka company, Mostar



Anita, Belgrade



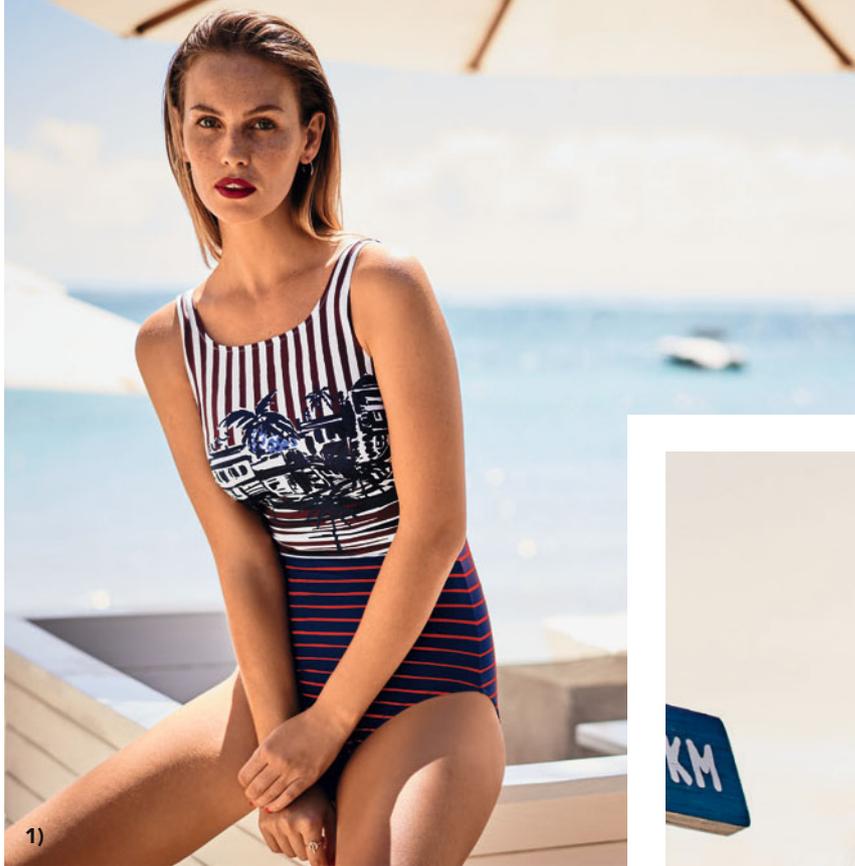
Anita, Zagreb

lighter and warmer store design. This is aided on the one hand by the choice of lighting, and on the other by the white furniture, which harmonises particularly well with the packaging in powder pink. "In this atmosphere, not only our employees but above all our customers feel relaxed," says store manager Olga Kolarić, a woman who simply overflows with vitality and who has dared to try something new aged around 60 years old. Last but not least, we want to take a look at

Croatia, where Anita products have been stocked in Split, Zadar and Zagreb since 1995. The shop in the capital moved to its current location in 2015 and Anita care customers have the entire first floor dedicated to their needs. They receive advice and the respective products from the store in a pleasant setting and with utmost discretion. The extensive range of goods means customers do not have to wait for products and they can be attended to right away.

# BEACHWEAR





CARE



- 1) M0 6225.009 Rio Verde · Cups B–C
- 2) M0 6295.426 Edina · Cups B–C
- 3) M0 6239.379 Carini · Cups B–C
- 4) M0 6235.765 Carini · Cups A–C

Discover more swimwear from Anita care  
in cup sizes A – F at [www.anita.com/care](http://www.anita.com/care)

FASHION



1)



CARE



2)



3)

BEACHWEAR

- 1) M0 6205.001 Verona · Cups A–C
- 2) M0 6524.009 Toliara · Cups A–C
- 3) M0 6576-1.009 Valbella top, mix & match · Cups B–E  
L9 8711-0.001 Jil shaping bottoms, mix & match

Discover more swimwear from Anita care  
in cup sizes A – F at [www.anita.com/care](http://www.anita.com/care)

# Croatian beauty

Our Croatian colleague Helena T. takes us on a tour around Opatija – a town with plenty to see and do beyond the usual sights.



Located in the north of Kvarner Bay, Opatija goes by many names: Pearl of the Adriatic, Queen of Tourism or the Old Dame. The latter in particular comes from the fact that the coastal resort has been a tourist hotspot for over 160 years.

Iginio Scarpa, a merchant from nearby Rijeka, was the first person to see the potential in the area, with its pleasant mild climate. He built a holiday home in the little town back in 1844 and named it Villa Angiolina after his late wife. Today, the villa hosts the Croatian Tourism Museum, where visitors can stop by before taking a stroll through the adjoining park.

Crystal clear waters form the backdrop to the town. Countless islands trace the coastline, while sweeping beaches line up alongside idyllic swim spots. The twelve-kilometre-long Lungo Mare invites guests to take a long walk along the riviera, linking numerous sights including

the "Maiden with the seagull" sculpture. The Hapsburg villas from the start of Opatija's tourism era still shape the area today. Many of them have been turned into premium hotels and guest houses over the years, allowing visitors to really immerse themselves in the historic flair of the town. Some of the region's best wellness centres and spas are also found here. But Opatija isn't just about rest and recuperation: the botanical gardens boast over 150 different plants species and old churches await fans of ecclesiastical architecture.

Last but not least, the town has a diverse gastronomy scene. An absolute must is the Ružmarin restaurant, which unites splendid hospitality with traditional cuisine in a modern way. Just two kilometres away from Opatija is the tavern Valle Losca, where you can sample the very best the Kvarner Riviera, Istria or, dare I say, Croatia has to offer.



Small images: © Marko Vrdoljak, Opatija tourist information archive

## Try your luck!

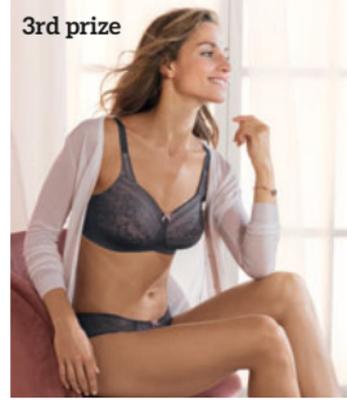
1st prize



2nd prize



3rd prize



Has our report on Opatija on page 27 given you itchy feet? Then try your luck in our competition! As our **first prize**, we are giving away a one-week trip for two, incl. breakfast, to the Pearl of the Adriatic. Enjoy wonderful views of crystal clear waters and the town's architecture from your hotel, the Design Hotel Navis in Opatija. And of course €1,000 in spending money to cover travel, trips and culinary delights during your stay. The holiday can be booked from April to June, or from the end of August. The **second prize** is this beautiful kimono worth about 45 €, which Wendy wore in the same design at the shooting. Sponsored by [www.kitama.nl](http://www.kitama.nl). The **third prize** is a lingerie set of your choice, comprising a bra and briefs. **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:

**1st prize:**

1 week in Opatija/Croatia incl. hotel stay with breakfast plus € 1,000 spending money

**2nd prize:**

Kimono

**3rd prize:**

Lingerie set of your choice, comprising a bra and briefs

Our photo model Wendy comes from which country?

What is the name of the new Anita care breast form?

Which initiative relies on the sense of touch of blind and partially-sighted women?

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. Cash payments excluded.

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 31.10.2020.

# Congratulations to the winner of the CONTACTS 2019 prize draw

The correct responses were:

35 years

All from a single source

Strawberry

And the winner of a trip

to the Costa de la Luz

was Monika F. from Austria



Please affix stamp

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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.

- I already receive CONTACTS direct by post from Anita.
- I would like to have a free annual copy of CONTACTS posted to me directly.  
**Where did you pick up this copy?**
- From a retailer
- From a doctor's surgery
- From a hospital
- From a rehab clinic
- From a self-help group
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www.anita.com

M0 6237.335 Carini Cups A-D



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