



THE MIMI ULLENS FOUNDATION

Together on behalf of  
cancer patients

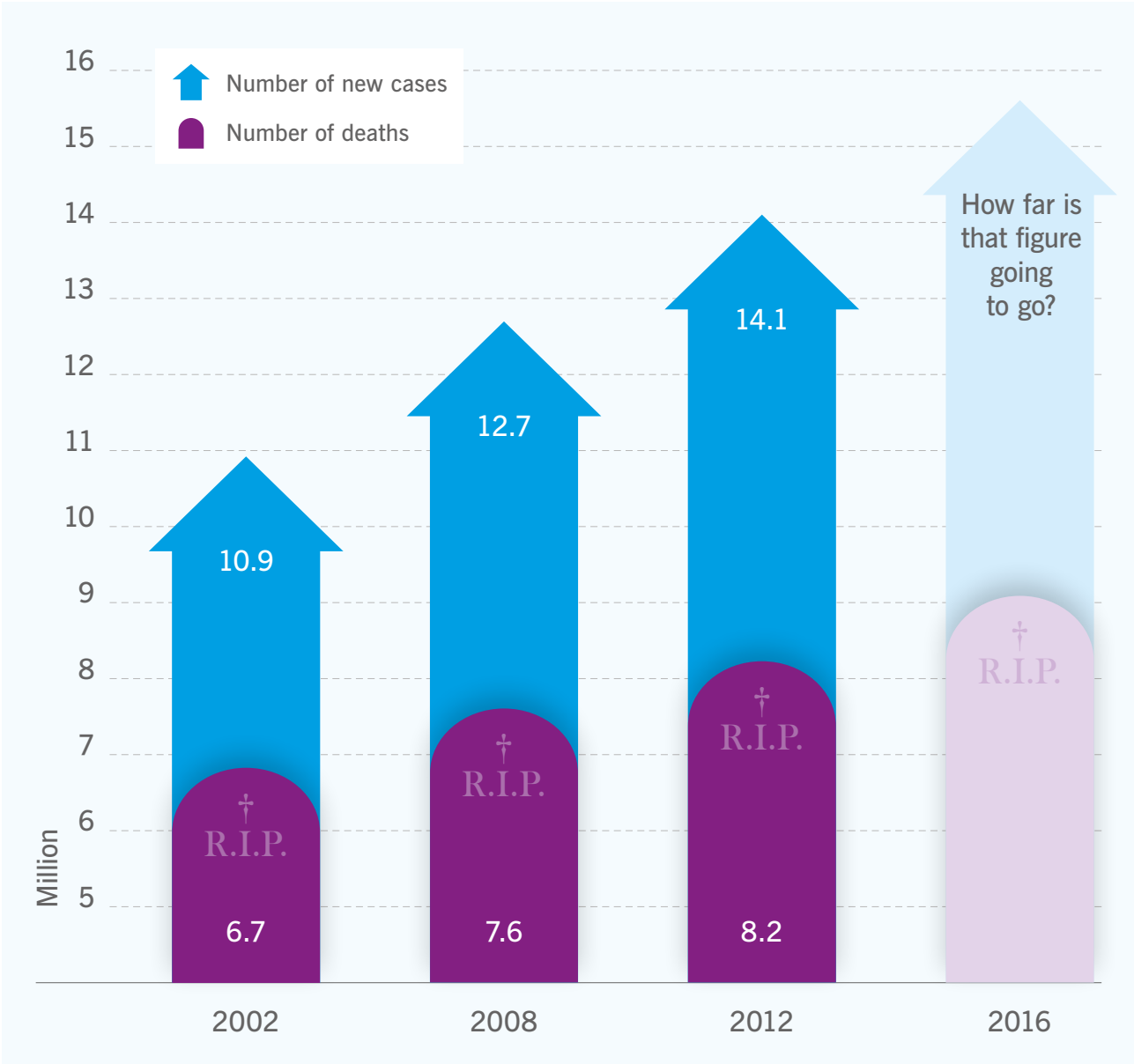


# Cancer: a real scourge worldwide

## AN ALARMING STORY

Cancer is one of the most widespread diseases in the world, causing many deaths. More and more people are living with this illness that has the most devastating effects.

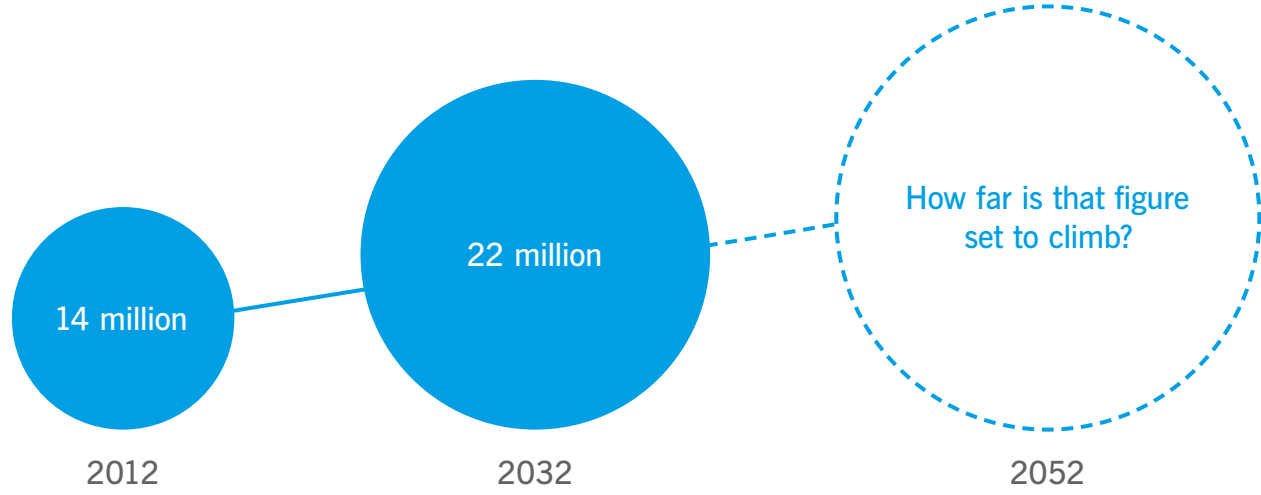
## THROUGHOUT THE WORLD CANCER FIGURES JUST GO ON RISING AND RISING...



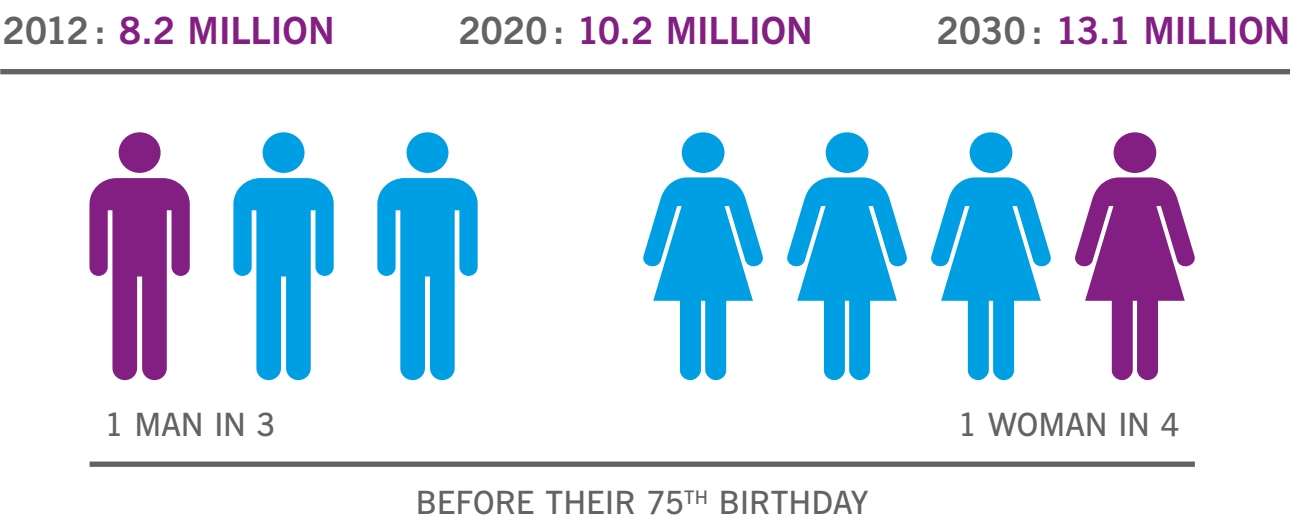
**32.6** million people throughout the world live with cancer

(IARC - 2012 statistic)

## ... THE NUMBER OF NEW CASES



## ... THE NUMBER OF DEATHS



# Beauty, Well-being & Dignity with Cancer

## FREE CARE FOCUSED ON THE ILLNESS

- › SPECIFIC BEAUTY CARE
- › MEDICAL PEDICURE
- › ADVICE ON HAIRSTYLE AND MAKE UP
- › THERAPEUTIC MASSAGE
- › PSYCHOLOGICAL SUPPORT



## OUR ACTION: TO FIGHT THE DEVASTATING EFFECTS OF THE TREATMENT

### ON THE BODY

- › Skin reactions
- › Brittle nails
- › Loss of eyebrows and eye lashes
- › Loss of hair
- › Extreme tiredness
- › ...

### ON THE MIND

- › Fear and sadness
- › Anxiety and depression
- › Loneliness and isolation
- › ...

### AGGRAVATING FACTORS

- › Financial problems
- › Social exclusion
- › Family rejection
- › ...

MIMI ULLENS  
FOUNDATION



## OUR PHILOSOPHY

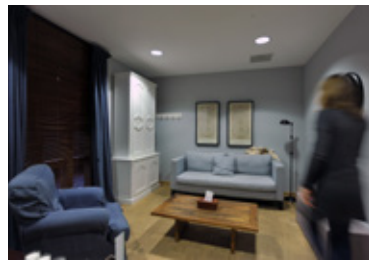
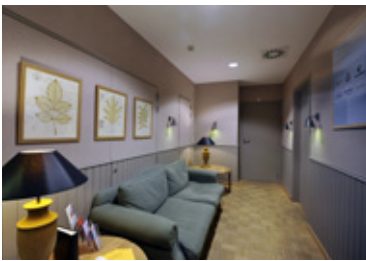
*To offer cancer patients relief  
for an hour or only a few minutes  
– time in which to forget their illness  
so that they can fight it better.*

## HIGHLY QUALIFIED PROFESSIONALS

- › SOCIO-BEAUTICIANS
- › ONCO-PSYCHOLOGISTS
- › MASSAGE THERAPISTS



## WELLNESS CENTRES THAT PROVIDE A WARM WELCOME WITHIN THE HOSPITAL



# IN TANDEM WITH MEDECINE, THE MIMI ULLENS FOUNDATION

## CARE AND SUPPORT RECOGNISED AND APPRECIATED BY PATIENTS

*In my meetings with the Foundation I found the strength to continue the fight. Completely relaxed by the care and the massages, I surprised myself by forgetting my illness for a few moments.*

## A RESPONSE TO PATIENTS' NEED FOR HELP AND SUPPORT

*I didn't want to bore my nearest and dearests who were already deeply affected by my illness. The Mimi Ullens Foundation enabled me to express what I felt at each stage of the disease.*

## FEELING WELL AND MEETING PEOPLE AT THE CENTRE OF THE HOSPITAL

*For me, the Mimi Ullens Foundation means meeting people and feeling well. It's like a small family.*

## BRIGHT, WARM SPACES

*The prime objective is to get away from the hospital atmosphere and create spaces that exude a friendly, calming atmosphere in which to relax.*



**Mimi Ullens de Schooten**

President

## THE GENEROUS DEED OF A FORMER PATIENT

*The Mimi Ullens Foundation was set up in December 2004 by Mimi Ullens de Schooten.*

*Mimi was herself afflicted by the disease. When she learnt that she had breast cancer, she did not see it as a death sentence but decided to fight it. She was fortunate to be extremely well supported by her nearest and dearests, by doctors, beauticians and psychologists.*

*Throughout her illness Mimi was struck by the despair of many patients who were unable to enjoy the support that she had had – support that is nevertheless essential in enabling one to feel well in body and mind and which can even perhaps increase the chances of a cure.*

*When her treatment was over, she was overcome by the realisation that many patients had to confront the illness on their own. She decided to help them by creating the Mimi Ullens Foundation.*







# Cancer is fought on all fronts

Although medical treatment is the absolute priority once cancer has been diagnosed, it is important not to overlook the physical, psychological and social consequences of the disease and its treatment. The pain changes our self-image, as all patients who have been through it know well. However, we have to continue to look after ourselves, to find the strength to fight, to continue to make progress and to feel we are as well as we can be, despite all.

The Mimi Ullens Foundation is fully aware of this. Which is why we have, for the past nearly ten years now, been doing our utmost to offer free of charge to patients suffering from cancer a moment of well-being through beauty care, massages and psychological support.

## OUR MISSION

To offer patients a respite from the disease if only for an hour or just a few minutes.

## HOW?

By setting up wellness centres actually within the oncology departments of our partner hospitals.

## OUR VALUES

### Optimism

Given the seriousness of the disease, the Mimi Ullens Foundation seeks to adopt in all its actions a resolutely positive approach. For the Foundation believes that bringing sunlight into the lives of patients is a form of therapy.

### Quality

The Mimi Ullens Foundation applies a high level of quality in all its projects and initiatives. This is to be found not only in the way it furberishes its Wellness Centres and in the services it offers patients, but also in the events it organises and the actions it undertakes.

### Solidarity

The Mimi Ullens Foundation, with the help of the hospital, takes care to offer assistance in particular to those who do not have the necessary funds at their disposal to cope as best they can, both physically and mentally, with the challenges they face. Which is why the Foundation provides the support it offers free of charge to all patients, whether men or women, whatever the type of cancer they suffer from.



# The services offered to patients

The services offered by the Mimi Ullens Foundation come entirely free of charge and are provided by professionals who have been specially trained to listen to cancer patients:

## Psychological support

The Mimi Ullens Foundation offers patients both short and long-term support with a view to preventing and treating the psychological effects of the illness. The aim is to offer them and their families specific help in coping with the difficult times that lie ahead. For, apart from sadness, anxiety and revulsion, it is rare for people not to experience at one time or another feelings of fear, guilt, impotence or depression.

## Specific beauty care

The Foundation's beauticians dispense care and advice designed to mitigate the undesirable effects of the treatment: skin rehydration, teaching make-up techniques to hide the loss of eyebrows and eyelashes, care for brittle nails. Everything is also done to give the patient an immediate feeling of physical well-being, some respite, calming of stress through relaxation techniques and massages.

## Hair-styling advice

The Foundation also offers a range of hats and scarves to cover for the loss of hair. Teaching how to tie a scarf or a turban or how to choose a wig that goes with one's face ... the Foundation's professionals do their best to enable each person to choose in complete privacy the solution that suits him or her best.

*Although the most important thing when dealing with cancer is the quality of the treatment, it is equally important for patients to feel well in body and mind during their illness. The help provided by the Mimi Ullens Foundation has become an inescapable part of the care we offer our patients. It offers moments of gentleness that are highly appreciated. In them patients find the resources to confront their cancers and overcome them.*



**DR HERVÉ PERRIER**  
Head of the Oncology Department  
Saint Joseph Hospital  
Marseilles





# Refuges of warmth and calmness

The care funded and provided by the Mimi Ullens Foundation is given in Wellness Centres set up within hospital oncology departments, centres that are entirely redecorated to enable patients to feel ‘at home’ with the aim of helping them focus on their physical and mental well-being.

The Foundation intervenes throughout the chemo and/or radio therapy treatment. Nearly 15,000 patients each year, men and women regardless of the type of cancer they are suffering from, benefit from the support it provides. The Foundation operates in seven centres in Europe (in Belgium, France and Switzerland).

# The wellness centres

## IN FRANCE

**Saint Joseph’s Hospital**  
Marseilles – Opened in December 2010



## IN BELGIUM



**Cliniques de l’Europe,  
Site Ste-Elisabeth,**  
Brussels – Opened in January 2005

**Cliniques de l’Europe,  
Site St-Michel,**  
Brussels – Opened in January 2008



**Leuven University Hospital  
(Gasthuisberg),**  
Leuven – Opened in January 2008

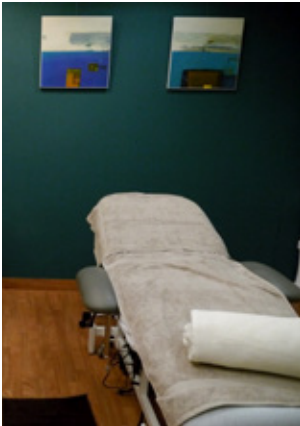
**University Hospital of Saint-Luc,**  
Brussels – Opened in January 2010

**Antwerp University Hospital (UZA),**  
Antwerp – Opened in December 2013



## IN SWITZERLAND

**Centre Hospitalier du Centre  
du Valais, Hôpital de Sion,**  
Sion – Opened in January 2011



Award winner at the  
**LIONS DE CANNES**  
in over 10 categories



In the face of cancer,  
some carefree moments...  
If only for a second

WATCH OUR VIDEO ON [WWW.MIMI-FOUNDATION.ORG](http://WWW.MIMI-FOUNDATION.ORG)

**CONTACT**

Cécile Van Parijs - T. +32 2 645 01 90

[cecile@mimi-foundation.org](mailto:cecile@mimi-foundation.org) - [www.mimi-foundation.org](http://www.mimi-foundation.org)