



## **PRODUCT BACKGROUND/FACT SHEET**

### **The Cancer Survivor's Fear First Aid Kit**

**OVERVIEW:** **The Cancer Survivor's Fear First Aid Kit** is a powerful book/workbook/CD set offering a simple five-step, clinically proven method to defuse fear of cancer recurrence, which may affect up to 96 percent of survivors.

Created by Dr. Shani Fox, a holistic physician, life mastery coach, speaker and cancer survivorship expert, the Kit helps survivors quickly reduce stress generated by fear of recurrence, freeing them to enjoy the present moment. Dr. Shani's five-step method:

- **Stops the cascade of stress that can eat away at survivors' health**
- **Replaces fear with sustainable calm within moments**
- **Helps survivors bypass obsessive thoughts that can derail their relationships**
- **Restores mental clarity and focus**
- **Empowers survivors to reel back runaway thoughts about the future so they can embrace the joy of living in the present moment.**

**The Cancer Survivor's Fear First Aid Kit** has been met with rave reviews by doctors, cancer survivors and their caregivers since its release in May, 2015. Here are just a few of the many testimonials:

#### **From a doctor:**

*"These pragmatic and clinically tested steps restore the hope and happiness survivors so rightly deserve. As a practicing naturopathic oncologist, I am grateful for this guide to recommend to my patients."*

-**Lise Alschuler, ND, FABNO, Author, *Definitive Guide to Thriving After Cancer***

#### **From cancer survivors/advocates:**

*"I have personally seen the fear of cancer be as destructive as cancer itself. This First Aid Kit is delightfully easy to use, which is the joy of it. My grateful thanks!"*

- **Chris Lewis, Owner, Chris's Cancer Community**



*“Concise, easy to understand and implement – and it works! Practicing these five steps will be a balm to the heart and soul of any cancer survivor.”*

- **Barbara Musser**, Founder, Sexy After Cancer

**From a caregiver:**

*“**The Cancer Survivor’s Fear First Aid Kit** helped us place our worries in perspective and provided us with methods to significantly reduce our focus on issues over which we have little control. I recommend this book not only for cancer survivors, but also for those who love them. As a caregiver, Dr. Shani’s advice has worked wonders for me.”*

- **Rob Harris**, author of ***We’re In This Together: A Caregiver’s Story and We’re In This Together: A Caregiver’s Guide***, [www.RobCares.com](http://www.RobCares.com)

**PRODUCT COMPONENTS:**

1. A 28-page book with a proprietary, five-step method for reducing stress and fear of recurrence.
2. A companion workbook to help survivors learn the method quickly and track their progress.
3. A CD containing two guided meditation audio tracks to help survivors integrate the book’s lessons and succeed in overcoming their fears. Dr. Shani Fox’s warm, nurturing and strong voice conveys direction and compassion, empowering the listener to move through fear into gratitude and celebration of life.
4. A laminated “quick-access” infographic that summarizes the five-step method in a beautiful and memorable illustration.

**PRICE AND AVAILABILITY:**

The hard copy version of **The Cancer Survivor’s Fear First Aid Kit**, including all four components listed above is available at Amazon.com for \$45.

A downloadable .pdf version of **The Cancer Survivor’s Fear First Aid Kit**, including the e-book and companion e-workbook, is available at [www.cancerfearfirstaid.com](http://www.cancerfearfirstaid.com) for \$25.



**OTHER UNIQUE PRODUCTS AND SERVICES OFFERED BY DR. SHANI FOX, in her mission to help cancer survivors overcome fear and create extraordinary wellness and joy:**

- A free online assessment “How Cancer-Proof Are You?” ([www.wellaftercancer.com](http://www.wellaftercancer.com)), which allows survivors to rate themselves on factors linked to improved wellbeing and survival after cancer.
- An innovative interactive virtual course “Reclaiming Wellness After Cancer,”™ in which survivors master the fundamental pillars of wellness after cancer under her expert guidance, together with small group support of other survivors. Participants frequently demonstrate huge gains in knowledge, confidence and physical wellbeing upon completion of the course.
- One-on-one medical consultation aimed at identifying survivors’ individual risk factors and empowering them to implement customized prevention programs.
- One-on-one life coaching aimed at reconnecting survivors with their “inner compass:” their innate power to generate wellness and fulfillment in every area of their lives.

Dr. Shani also consults with primary-care physicians desiring expert support in bridging the gap in after-care for cancer survivors within their practices.

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