

Press Release

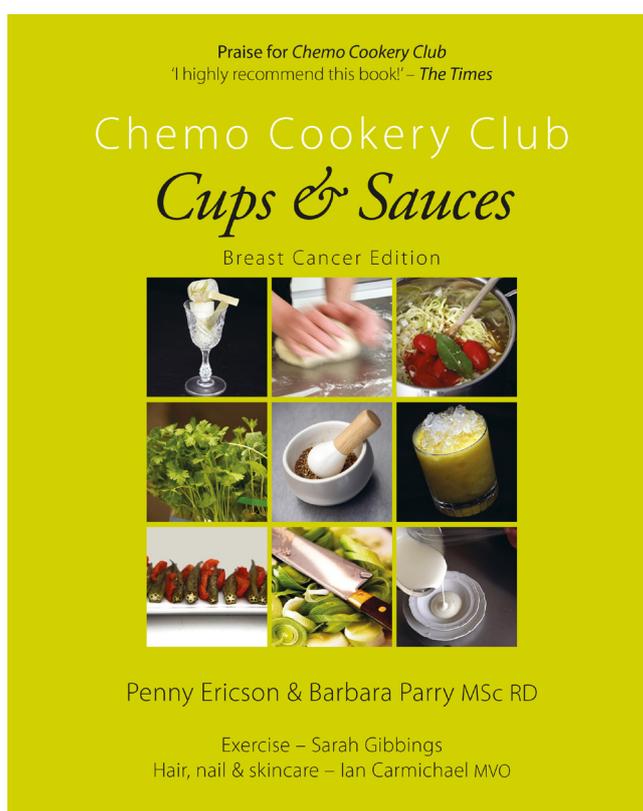
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CHEMO COOKERY CLUB RELEASE GROUND-BREAKING NEW BREAST CANCER EDITION

New book is first to combine great food with nutritional analysis; targeted exercise; and hair, nail and skincare advice from HM Queen's personal hairdresser.



CHEMO COOKERY CLUB - BREAST CANCER EDITION

Cups & Sauces

By Penny Ericson & Barbara Parry MSc RD

Exercise by Sarah Gibbings

Hair, nail & skin care by Ian Carmichael MVO

Zsazseva Publishing Ltd, £20.00, paperback – cookery/ health

Release date – 21 October 2020

Press Release



Cups & Sauces is the most complete resource ever made available to breast cancer patients and their carers.

For the first time, a book about food and nutrition for breast cancer patients also supports them by including expert information on breast cancer-specific exercise and definitive hair, nail and skin care for those being treated.

The third book in the award-winning Chemo Cookery Club series that has helped over 150,000 people with cancer and been translated into German, French, Italian and Russian.

At a glance

- Holistic perspective of nutrition and wellbeing focused on the specific challenges of breast cancer, such as weight gain, self-esteem and mobility after surgery
- Gorgeous illustrations and delicious recipes – the book emphasises the pleasure and joy of food rather than any restrictions of special diets
- Illustrated exercises designed specifically for breast cancer patients
- Expert advice on hair, wig, skin and nail care when undergoing treatment from HM Queen's personal hairdresser for the past 23 years
- The unique 'thumbs-up' nutritional analysis for every recipe, created by Penny and one of the UK's top registered cancer research dietitians, Barbara Parry MSc RD
- Ingredients selected for their nutritional value to provide nutrient-rich food for health and wellbeing before, during and after treatment..Recipes based on the need for patients to eat little and often, covering the full range of culinary skills and preferences
- Information underpinned by global evidence reviewed by The World Cancer Research Fund and The American Institute for Cancer Research; supported by the NHS and leading cancer support charities, including Macmillan Cancer and The Pink Place.

"Intended to lift your spirits, the Chemo Cookery Club books are designed to make everyday food a positive part of life for people with cancer and their carers. When life is turned upside down, what we eat and how we approach it is one of the few things that we still have in our control, and a supportive diet, exercise and looking good are important for improving health and strength." **Penny Ericson**

"Good nutrition is paramount to healthy hair and skin. Losing one's hair can feel like losing part of one's identity. If you know things are going to change – even temporarily, it might be a great time to try a new look. There's a lot to say about feeling in control of how you look when so many other things are beyond your reach. I've been successful when I see a pair of smiling eyes that say, 'It's still me here. I'm still beautiful!'" **Ian Carmichael MVO**

New online resource hub

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"The evidence for exercise when you have cancer is growing literally every week, with some scientists calling it a magic bullet or a wonder drug because of the way that it increases the chances of recovery and minimises the side-effects of treatment. The message couldn't be simpler: just move more. Walk, take the stairs, stretch, dance, cycle – do whatever you enjoy. It will help your body to help itself." **Sarah Gibbings**

As part of the new project, the team will be launching a resource hub on 1 October 2020 to provide support to anyone looking for food or recipe ideas and nutritional advice. The hub will also offer the opportunity to book online exercise classes with Sarah and even make enquiries about making hair appointments with Ian, the Queen's personal hairdresser.

What other people have said about *Chemo Cookery Club*

*'As someone who loves to cook, I know the joy tasty food can bring. *Chemo Cookery Club* is full of easy to understand recipes everyone can enjoy.'*
Matt Dawson, sport & TV personality & Beating Bowel Cancer patron

*'*Chemo Cookery Club* is a thoroughly useful, intelligently written, and life-enhancing cookbook filled, most importantly, with terrific recipes.'*
James Ramsden, food writer & author of *Small Adventures in Cooking*

*'When cancer is diagnosed, it can seem as if your whole life, whether patient or carer, is taken over by doctors, appointments and legions of drugs. Food is one of the few areas where you still have a choice. *Chemo Cookery Club* provides patients and carers with recipes, dietary ideas and knowledge based on real-life experience. I highly recommend this book!'*
Amanda Ursell, Nutritionist, *The Times*

***** Ends *****

Notes to Editors:

For more information, author interviews, images and review copies, please contact Simon Hawkins: simon.hawkins@zsazseva.com; +44 (0)7547

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Background

When Penny Ericson's husband Simon was going through chemotherapy, she wanted to find the best way to help him through his draining and debilitating treatment. She devised recipes that would help restore his taste and enjoyment of food and keep him as well as possible during his treatment and in preparation for ground-breaking surgery – and ultimate recovery.

Penny used her skills and background as a chef to create original, specially formulated recipes to help counteract loss of taste and appetite and other side-effects of treatment. Simon's surgeons were so impressed with the recipes they encouraged Penny to share them with other cancer patients, resulting in the first *Chemo Cookery Club*, published in 2013. It is still a bestseller, has won numerous awards and remains on MacMillan Cancer's core-list of essential reading.

It was quickly followed by another award-winner, *Around the Kitchen Table*, in support of Maggie's Centres. This has been translated into French, Italian, German and Russian and, to date, more than 30,000 copies have been given to cancer patients and their carers. A further 120,000 e-versions have been downloaded from the Chemo Cookery Club website.

Barbara Parry has worked with Penny from day one. She is one of only a small number of UK-registered breast cancer dietitians. In *Cups & Sauces*, her 30 years' experience as a clinician and researcher gives readers invaluable insights into the importance of food and nutrition when coping with breast cancer and treatment. She is senior research dietitian for the Dick Rainsbury Breast Unit at the Royal Hampshire County Hospital and provides a service across all hospitals within Hampshire Hospitals NHS Foundation Trust.

Sarah Gibbings provides the exercise. Formerly a national newspaper and magazine journalist and then chair of a communications company, she has coupled her writing skills with pioneering work to support cancer patients through activity and exercise, giving readers easy and uplifting ideas to help when things can be especially challenging. Sarah is a member of the Register of Exercise Professionals, an Oxford English graduate and former international sportswoman.

Ian Carmichael MVO, offers his positive outlook on coping with the trauma of hair loss and skin damage caused by cancer treatment. Ian has not only been HM The Queen's personal hairdresser for the past 23 years and one of the UK's top stylists, but he has also chosen throughout his career to work with people challenged by hair loss from cancer, alopecia, psoriasis, thyroid and other autoimmune disorders. Ian also specialises in developing non-medical hair and scalp aids and products. He has contributed his research to numerous NHS-supported programmes and charities.

One of the UK's foremost breast cancer surgeons, Dick Rainsbury FRCS, has contributed the foreword adding his message that women can and should feel empowered to make their own choices when it comes to their treatment, surgical procedures and reconstruction options.

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The Chemo Cookery Club team

Penny Ericson



Born and raised in Canada, Penny began her culinary career in the 80's in Calgary, Alberta and Seattle, Washington. She earned her way through university working in every type of kitchen and restaurant from sandwich bar to Michelin star.

In 2010 she came full circle back to her culinary roots when she met her husband Simon who is surviving bowel cancer and the inspiration for Chemo Cookery Club. They live in Hampshire with their pampered cats, the Gabors - Eva & Zsa Zsa.

Penny is the author of six cookery books and has been translated into French, Italian, German and Russian. She and her husband have also successfully established Zsazseva Publishing Ltd.

Barbara Parry MSc RD



Barbara is one of only a small number of UK-registered breast cancer dietitians. She is senior research dietitian for the Dick Rainsbury Breast Unit at the Royal Hampshire County Hospital and provides a service across all hospitals within Hampshire Hospitals NHS Foundation Trust.

Originally hailing from Australia, Barbara has spent more than 25 years providing clinical services to patients in the UK as well as pursuing her specialist research on the role of diet and related lifestyle factors in the outcome of breast cancer treatment.

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Sarah Gibbings



Sarah has been involved in pioneering work to help people going through cancer treatment to be more active supporting emerging research shows that exercise can improve the chances of recovery by as much as 50 per cent.

Sarah is a member of the Register of Exercise Professionals, an Oxford English graduate and former junior international sportswoman. Her primary career has been journalism and corporate communications and she has now brought the different strands of her life together by explaining and demonstrating how simple activity can improve wellbeing and outcomes for people who've experienced cancer and other chronic and acute conditions.

Ian Carmichael MVO



Ian Carmichael has over 40 years as a hairstylist. For many of these he has specialised in working with people suffering from hair loss including cancer, alopecia, psoriasis, thyroid and other autoimmune disorders.

Ian also specialises in developing non-medical hair and scalp aids and products. His long-held belief is "that a hairstylist should place their hand on your shoulder and guide you through your journey."

In addition to his salon and specialist work Ian is the personal hairdresser to HM The Queen. She invested him into The Royal Victorian Order. Ian is a native of Stirling, Scotland and lives in London.

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