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DR. KERI CHIAPPINO LAUNCHES ONLINE PORTAL *HEALING BOOBIES* TO HELP BREAST CANCER SURVIVORS "GET THEIR HAPPY BACK"

Innovative Support Program Helps Heal the Soul

FOR IMMEDIATE RELEASE

Long Island, NY (June 7, 2016) -- Dr. Keri Chiappino is proud to announce the launch of "Healing Boobies," a unique, personal, web-based support program centered on the emotional healing aspect of breast cancer recovery. Healing Boobies was born out of a personal journey of diagnosis and recovery to focus on the deeper emotional scars that often go unaddressed.

Studies show that a women's chance of survival increases when the emotional component of breast cancer is addressed. In fact, participants in a study undergoing treatment that undertook strategies for improving mood and reducing stress were found to have a 45 percent lower risk of the recurrence of cancer and a 56 percent lower risk of dying from breast cancer.¹

"As a board-certified Chiropractic Neurologist, neurofeedback practitioner and breast cancer 'thriver,' my approach to true healing went way beyond the physical body," said Dr. Chiappino. "The day my oncologist told me I was in remission, it was like the whole world stood still. I was once of the lucky ones. But, oddly enough (not so odd to survivors), I didn't feel lucky. I felt beat up, sad and in shock about what had just happened to me! Traditional support groups were helpful, but finding the women 'like me' turned out to be more difficult than I thought. I just want to get back to the old me, to get my 'happy back.' And so, the real journey began, addressing and analyzing the negative thought patterns associated with cancer. It was through this self-exploration that I discovered tools and techniques that can be used to help make survivors feel better NOW! My desire to share this work is how Healing Boobies came to fruition."

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Healing Boobies is an online portal designed to provide inspirational, life affirming tips and strategies such as EFT tapping, practicing gratitude, meditation and other techniques to enable survivors to become thrivers. Centered on the mind-body connection, the program offers a private, moderator-controlled online Facebook forum (currently over 1600 women) to share experiences and support each other in a positive environment. For those seeking personalized guidance, Dr. Chiappino offers a “Route to Happy” six-week program for do-it-yourselfers or one-on-one “VIP” Skype-based support. DIY consists of weekly lessons and assignments for emotional healing; the VIP version provides additional “hand-held” guidance through each assignment by Dr. Chiappino via Skype. For those who prefer a group setting, smaller Skype sessions of up to six clients per group are also available beginning in July.

“True healing goes way beyond the physical,” says Dr. Chiappino. “For many cancer survivors, the specter of cancer hangs over our heads long after the battle has been won, rendering us emotionally paralyzed, unable to move on with our lives. By encouraging an honest and open dialogue on feelings, The Healing Boobies program helps identify the emotions that are toxic for survivors and provides coping techniques to clear them off our radar for good, so that we can “get our happy back.”



For more information about Dr. Chiappino and the Healing Boobies program, visit www.healingboobies.com. “Like” Healing Boobies on Facebook at <https://www.facebook.com/healingboobies>. Follow us on Twitter <https://twitter.com/healingboobies>.

¹Andersen, B. L., Yang, H.-C., Farrar, W. B., Golden-Kreutz, D. M., Emery, C. F., Thornton, L. M., Young, D. C. and Carson, W. E. (2008), Psychologic intervention improves survival for breast cancer patients. *Cancer*, 113: 3450–3458. doi: 10.1002/cncr.23969

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