



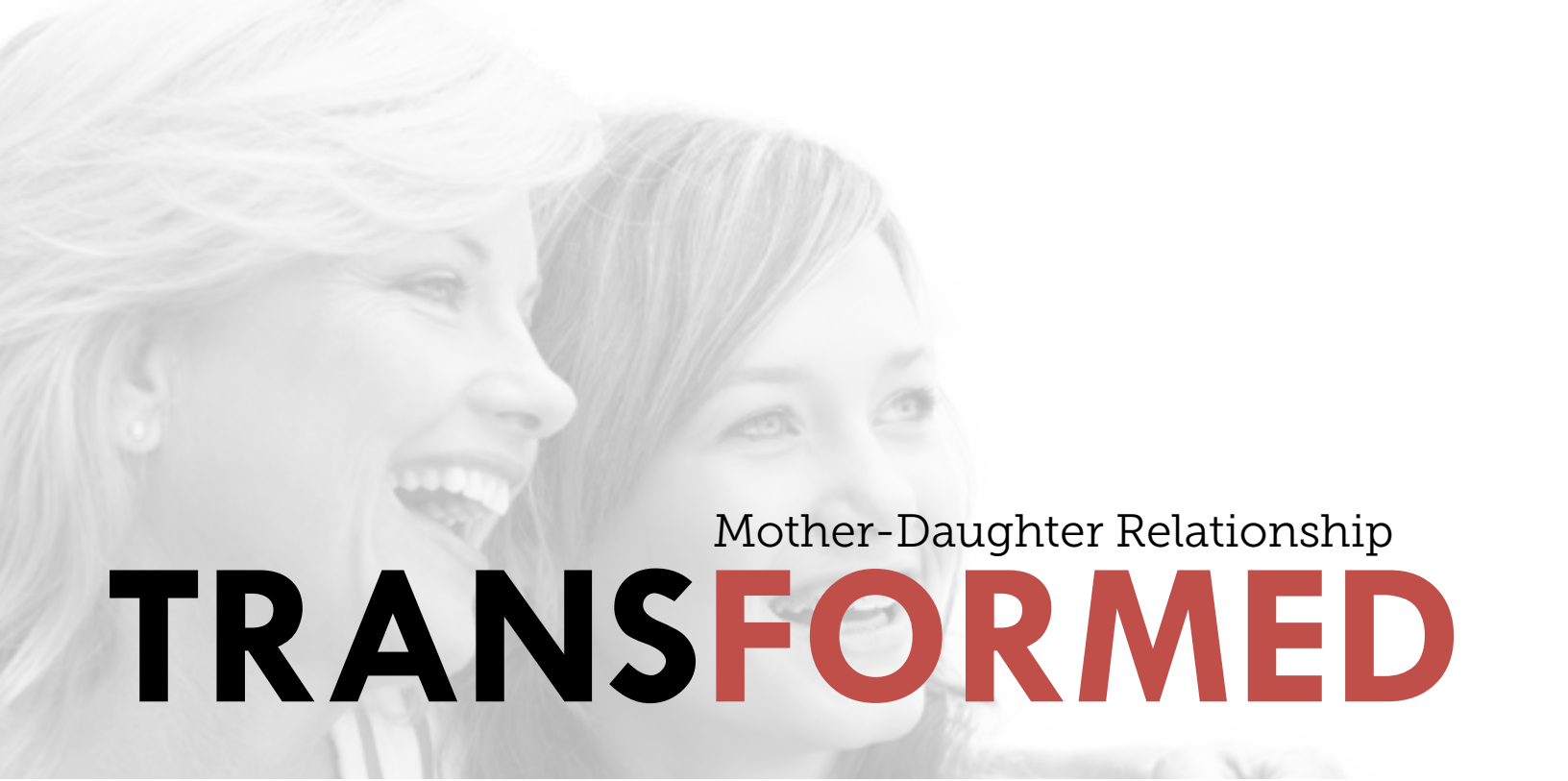
TRANSFORMATIONS

FINDING BEAUTY WITH SCARS AND ALL

SCARFADE

TRANSFORMATIONS

Sometimes the only scars we see **are on the outside**; but life-altering events can cause scars on the inside, too. Scars don't have to be a symbol of devastation and loss. People live with scars every day, using them as a tool to transform their lives, their homes, their careers or their bodies – all for the better. When you can't remove your scar completely, you can transform it, and maybe even affect those around you in a positive way.



Mother-Daughter Relationship

TRANSFORMED

Cassy's mom has always provided inspiration to her daughter. The underlying message is always the same: Love yourself. When Cassy was in high school, she had severe cystic acne that drew taunting and criticism from some of her classmates. Through it all, her mom always provided support and encouragement – even on the toughest days – seeing past the acne scars on Cassy's face and neck to her inner beauty.

Eventually, Cassy got the message. She decided to help and encourage others suffering from similar skin problems. Cassy took to the Internet to share her story. She went on Youtube with videos and information. Garnering more than **3 million page views**, she discussed her experiences with various skin products and ways to cover up her acne. It took courage, strength and determination to stand up for herself and share her story.

She inspired others to transform their lives by overcoming the various challenges they faced every day. Even her mother learned how to set aside her own self-criticism and seek out positives instead. Cassy created a trend of new self-respect and confidence that changed the way she, her mother, her friends and complete strangers were viewed by others.



A Home Makeover and Life

TRANSFORMATION

Unexpected changes can cause people to transform their lives – and the lives of those around them. In 2007, Army Staff Sergeant Shilo Harris was injured while on a routine convoy patrol when he was stationed in rural Baghdad with the 1st Squadron, 89th Cavalry, 10th Mountain Division. His Humvee struck a roadside explosive. He spent more than six weeks in a

Harris lost his ears, three of his fingers and the tip of his nose in the blast.

He suffered burns over most of his upper body, fracturing his collarbone and chipping one of the bones in his back. His breathing was severely affected by smoke inhalation. Doctors and medical staff were able to treat his wounds using donor sites from skin on other parts of his body. This left Harris with about 85 percent of his body covered in scar tissue.

After about three years, Harris retired from the Army, and readjusted to living with his family in Texas. He knew it was time for a change. He embraced a new role in his life, one where he became an inspirational speaker. Harris

delivered a powerful message to other military veterans, giving them a sense of hope and purpose.

Meanwhile, life continued to present challenges for him to overcome. The scar tissue makes it difficult for Harris to regulate his body

temperature, especially in the hot Texas climate. He's often uncomfortable indoors, where nerve damage to his skin makes it nearly impossible to adapt to room

temperatures that work well for others. An average room temperature of 68 degrees F. in his double-wide trailer was about the only way to keep him at ease. Just five degrees higher proves to be too hot for his body to regulate without overheating.

Going outdoors to spend time with his family and play with his children in the hot sun and dusty environment was even more challenging. Harris powered through this difficult transformation, inspiring others with his stories of how he meets life's hurdles and overcomes them with success.



He knew it was time for a change. He embraced a new role in his life, one where he became an inspirational speaker.

In 2010, Harris and his family were the focal point of the last episode of the TV series “Extreme Makeover: Home Edition.” It took less than a week for the home renovation team – which included hundreds of contractors and thousands of volunteers – to demolish and rebuild Harris’ home into one of comfort, creating an atmosphere that’s perfect for the veteran to write motivational speeches and spend quality time with his family.

The **“Extreme Makeover: Home Edition”** crew and local community was inspired to make Harris’ challenges easier to bear, from installing multiple thermostats and new air filtration systems in the more spacious home of nearly 4,000 square feet to creating a cozy work space. This story is one that helped viewers, and friends and family of the Harrises to appreciate the little things in life and overcome seemingly unsurmountable challenges that come their way.

In 2011, Harris spoke at the International Franchise Association (IFA) Public Affairs Conference. In 2012, he was the featured speaker for the IFA Convention and also became a franchisee. In 2013, focusing on a business partnership with his son and with support from his wife, the home inspections company

owner continued to advocate for other veterans and wounded warriors. He wrote about his experiences in a book of memoirs that was published in September of 2014, “Steel Will: My Journey Through Hell to Become the Man I was Meant to Be.”



Check out Shilo’s book: **“Steel Will”**





TRANSFORMING

A Career

At age 25, Michael K. Williams was a back-up dancer in music videos when his life changed dramatically. He was at his birthday party in Queens when he stepped outside and discovered that his friends were surrounded by thugs. He then was approached from behind by a stranger wielding a razor. Williams was attacked. A razor cut left a deep slash down his face, which turned into a dramatic scar. While he was lucky to be alive, Williams' dancing career was thrown in another direction. He was no longer recruited for music videos. Instead, directors want to showcase his scar, changing his role from background dancer to a tough guy featured in fighting scenes. Williams' career has taken off, even spurring appearances as Omar Little on the TV series **"The Wire"**, and the character of Chalky White on HBO's hit **"Boardwalk Empire"**.





Tattoo

TRANSFORMATIONS

After Breast Cancer

Cancer can change your life in an instant. It's a physical, mental and emotional journey, from the fear of your life being snuffed out before you're ready to go, to the harsh realities of chemotherapy. When it comes to breast cancer, a common step in the treatment process is a mastectomy. For many years, women could then choose between having a breast implant and keeping their scarred and less-endowed chest area as-is. **An alternative has evolved over the past few years which changes the appearance of both options: the tattoo.**

In 2006, **Wendi Duvall** had a double mastectomy paired with reconstructive surgery. Her plastic surgeon wanted to create nipples over the implants, but Duvall declined. She didn't want a raised physical detail that she couldn't turn off. Instead, she took time deciding how she wanted to adorn her skin. Flower tattoos are popular choices for women who've beaten cancer and elected to have mastectomies on one or both breasts. Duvall chose to have two lotus flowers added to her chest. It's symbolic of her battle with cancer, since lotus flowers typically grow in muddy waters, not clear streams. Duvall saw the symbolism and irony, as many women do who choose to tattoo their nipple areas with flower blossoms. It's a means to grow something beautiful from a difficult situation.

Another woman who embraced the idea of having a tattoo is Inga Duncan Thornell. She had a double mastectomy in 1993. Since then, she decided to adorn her chest with tattoos in a more unique way, instead of opting for breast reconstruction. She had a tattoo artist transform her scarred chest with colorful and beautiful



artwork. The work was done in small steps over about two years. Decidedly shy, she has a newfound confidence when it comes to her colorfully transformed chest. She now shows off her tattoos in back rooms of parties, inspiring her friends, family and others in her community with something she doesn't mind seeing in the mirror.

The story of cancer survivors who opt for tattoos has taken on a life of its own, inspiring a crowdfunding event in New York. Personl Ink, affectionately known as P. INK, sponsored an event featuring work on breast cancer survivors by 10 tattoo artists.

As the number of women affected by single and double mastectomies grows every year, their stories of survival and determination continue to inspire others.

While scars develop in different places and for different reasons, it's all about transformation. You can own it, or you can let it own you. There are different types of scar treatment – those that reduce the looks of scars on the outside and those that reduce the scars left behind on the inside.

SOURCES

<http://www.goodhousekeeping.com/family/inspirational-people/mother-daughter-confidence-inspiration>

<http://usoonpatrol.org/archives/2012/12/10/10th-mountain-soldier-gets-a-n>

<http://www.ifafranblog.com/on-memorial-day-wounded-warrior-shilo-harris-moving-on-with-his-life-successfully-through-franchising/>

<http://www.shiloharris.com/>

<http://www.npr.org/2014/06/21/323973907/from-backup-dancer-to-the-wire-how-a-scar-transformed-a-career>