

# Winter Newsletter 2014

## Merry Christmas & Happy New Year from Independence Products!

As the year comes to an end we want to wish you a very Merry Christmas and Happy New Year from all of us at Independence Products. We've already booked in some events for early next year so if any are near you, drop by, say hello and grab some free samples!

What	Where	When
Support Group	Darlington Memorial Hospital Surgical Assessment Unit Main Hospital, 1st floor	21st January 2015 5.30pm - 7pm
Stoma Care Open Day	Churchdown Community Association, Parton Road Churchdown, Gloucester GL3 2JH	13th February 2015 11am - 4pm
NESS Support Group	Postgraduate Medical Centre General Hospital, Turner Road Colchester	7th March 2015

## We need you!

We want to continue providing innovative and effective accessories for users such as you. Therefore, we need your help...

We're constantly looking for patients to help us with feedback of our products, as well as providing a general insight into life with a stoma, so we can offer a supportive and informative network for others in the same situation.

If you'd like to provide any feedback or information, feel free to email us at [enquiries@independenceproducts.co.uk](mailto:enquiries@independenceproducts.co.uk) or, if you'd prefer a more traditional method, you can find our postal address below.

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# Inspiring People



The past few months have seen an awe inspiring amount of media coverage regarding IBD, Stomas and all other things surrounding the subject. There's been a long standing stigma regarding issues surrounding having an ostomy, with a lack of media outlets acting to educating people on the subject, and thus playing a part in peoples lack of understanding.

However, thanks in part to social media, awareness is spreading, and one person at the forefront of the campaign is Blake Beckford. After being diagnosed with Ulcerative Colitis in 2003, aged just 21, he was encouraged to abandon his gruelling fitness regime which he hoped would eventually lead to a successful progression in the fitness competition arena. As the years went on, Blake's fitness regime suffered at the hands of his chronic bowel illness, and by 2013 his health had deteriorated to such a degree that he required surgery. After being admitted to the John Radcliffe Hospital in Oxford, doctors performed an ileostomy resulting in him requiring a stoma on the outside of his body. It was after this, and a number of other operations, that he was told his dream to become a fitness model was officially over, and that he would never be able to train again.

Undeterred and determined to prove them wrong, he began going to the gym once more, slowly increasing his training schedule throughout the year and building upon his slender, 11st frame. By July he'd managed to relaunch his career as a male fitness model as well as becoming a personal trainer. This November saw him progress his career to a whole new level and beat off hundreds of other competitors to be crowned champion at the Pure Elite muscle and bodybuilder competition.

With his stoma appliance proudly on show, Blake came first in the male transformation category at the event held in Kent on November 2nd, less than a year after his surgery. He also managed to rank 4th and 5th in two other categories, 'tattooed muscle model' and 'fitness model under 75kg'.

Blake hopes that his own personal success in the fitness field will inspire many others who suffer with similar serious health problems. As well as this, he's also started a social media campaign to encourage others to stand up to the stigma of wearing a stoma appliance as well as assure them that it needn't change the way they lead their lives. By using the #fightwithblake stoma patients have united in their fight against the stoma stigma, and in turn, raised an amazing amount of awareness.

**Do you know someone inspirational? Let us know and we could feature their story in our next newsletter. Email us at [enquiries@independenceproducts.co.uk](mailto:enquiries@independenceproducts.co.uk)**

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# Winter Tips



## 1. The same food rules apply

Christmas is often a time associated with over indulgence and rich foods. When you have a stoma, you have to be wary that the same food rules apply as throughout the rest of the year. Keeping an eye on how much fibre you consume to keep blockages at bay, avoiding particularly windy and odorous foods and making sure you don't overindulge to the point where your pouch needs to be changed more frequently means a stressfree Christmas for you and your stoma.

## 2. Have sufficient supplies

It's easy to forget in the haze of Christmas shopping and preparation to stock up on essential stoma accessories. With many doctors and pharmacists not opening again until the New Year, ensure you have everything you need before December 24th. Talk to your supplier to ensure you have enough to sustain you over the festive period.

## 3. In case you go away...

It's common during the Christmas period to experience prolonged periods of travel, whether it be to visit loved ones, or just being caught up in the regular Christmas rush. As well as ensuring you're readily equipped for such eventuality, things such as our **No Sting Adhesive Remover Wipes, No Sting Barrier Film Wipes, Adhesive Remover Spray, and Odour Eliminator** are great for carrying around with you.

## 4. Prep for long, busy days

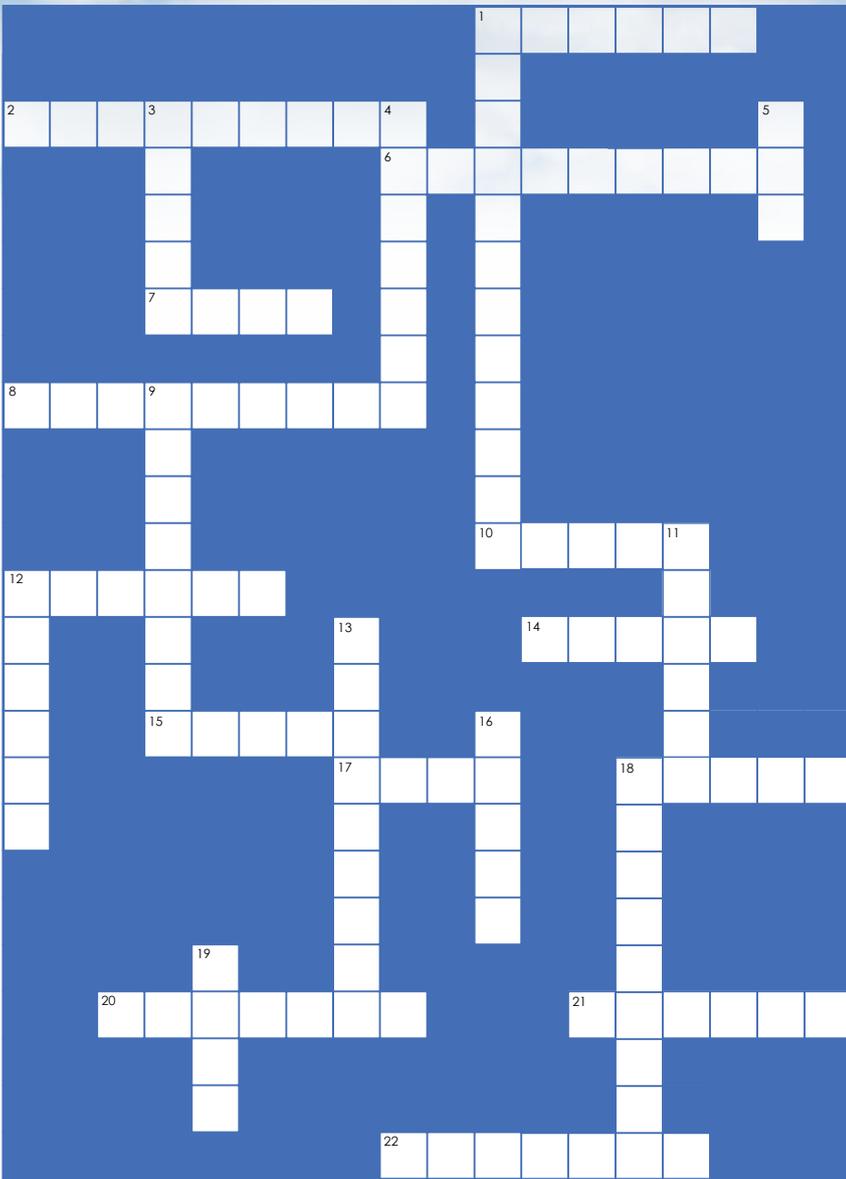
Whether it's a long day of Christmas shopping, or travelling to see friends and family, something such as our **Absorbent Strips** are perfect. These small strips, placed inside your pouch, convert fluid into a thicker gel consistency, reducing odour, staining and pouch noise as you go about your day.

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# THE CHRISTMAS CROSSWORD

Print off and complete the crossword, fill out your details at the bottom of this sheet and return to the address featured on the previous page for your chance to win a beautiful hamper!

## Down

1. An aromatic gift for the baby Jesus, courtesy of one of the wise men (11)
3. The Dickens classic novel 'A Christmas \_\_\_\_' (5)
4. A vegetable often misunderstood and thus avoided during the Christmas period (7)
5. Rudolfs nose (3)
9. Hang it over your fireplace and you may find it full come Christmas morning (8)
11. Santas preferred method of transport (6)
12. A popular, sparkly decorative material often draped around the tree (6)
13. Stand under it for long enough and you may get a kiss (9)
16. ' Jingle \_\_\_\_' (5)
18. The Frank Capra Christmas classic 'It's a \_\_\_\_ life' (9)
19. Used by Santa to carry his load of presents (4)

## Across

1. ' \_\_\_\_ the Snowman' (6)
2. Small sweet pies traditionally consumed during Christmas (5, 4)
6. A traditional Italian Christmas cake (9)
7. Written out by children to pass on to Father Christmas (4)
8. Nat King Cole croons of them roasting on an open fire (9)
10. Lending Santa a hand around his workshop (5)
12. The main element of a traditional Christmas dinner (6)
14. Put me atop of your tree...(5)
15. Exchanged at Christmas (5)
17. Pop your presents under it (4)
18. Bing always dreamed of a ' \_\_\_\_ Christmas' (5)
20. Placed around the table to 'crack' open before dinner (7)
21. Hang one on your door to spread Christmas cheer (6)
22. ' \_\_\_\_ on 34th Street' (7)

Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 \_\_\_\_\_  
 Postcode: \_\_\_\_\_  
 Telephone Number: \_\_\_\_\_  
 Email: \_\_\_\_\_