



Hospital store

UK HOSPITAL OPENS SHOP FOR CANCER SUFFERERS

 SPORT & FITNESS

UK's first store targeting cancer patients aims to help them feel better both physically and mentally.

Patient wellness company [Live With Better](#) has joined forces with hair loss specialists [Browns More Hair Now](#) to open a store specifically targeted at cancer sufferers within Guy's Hospital, London. The retail outlet will sell items related to relieving cancer side effects, making patients feel more comfortable mentally and physically, and other trinkets to put a smile on their faces. Popular products include headwear, a PICC line cover for those undergoing chemotherapy, and a kit that includes a variety of items such as sweets and non-chemo drugs to aid the feeling of sickness.

The store will be located on the ground floor of the hospital's Cancer Centre, and is complemented by an online shop. Users can already buy items from this website, which also operates in over 50 other countries around the world including the US, Hong Kong and South Africa. The website also features a blog filled with tips on subjects spanning from what to eat when cancer kills your appetite to finding free accommodation for friends and family during treatment. There is also an affiliated podcast that discusses such topics.

Technology companies are catering to the need for innovations that make cancer patients more comfortable, such as the VR physical therapy that [helps users rehabilitate at home](#), and another VR offering that [provides light relief for patients](#) during treatment. How could your company contribute towards the fight against cancer?

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Email: theteam@livebetterwith.com

Website: cancer.livebetterwith.com

