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A Day to Feel Like Themselves Again

Avow and Beauty Holiday Inc. to host pampering event for women with chronic illness

NAPLES, Fla. (April 28, 2026) – Avow and Beauty Holiday Inc. are partnering to host a special Pampering Party for Avow's palliative care patients on April 30, 2026. Designed for women living with chronic, life-limiting illnesses, including cancer, Alzheimer's disease, and other serious conditions, this event offers something often out of reach: the chance to feel cared for, confident, and truly seen. The event is fully funded through donor contributions and is complimentary to patients.

For many patients, daily life becomes centered around treatments, appointments, and managing symptoms. Over time, identity can blur into diagnosis, and self-care can begin to feel like a distant luxury.

"This day is about them, completely and unapologetically," said Avow's Senior Clinical Director Dawn Kolderman. "Our patients spend so much of their time managing their illness and simply getting through the day. Opportunities for self-care are rare and often feel undeserved or inaccessible. This event reminds them that they are more than their diagnosis. They are women worthy of care, attention, and joy."

Patients will experience personalized pampering services, including consultations with professional hair stylists and makeup artists, curated outfit selection, chair massages, and more. Each attendee will receive hundreds of dollars' worth of beauty and self-care products.

There will also be a meaningful "Give Back" component, allowing patients to take part in a Pay It Forward experience. Attendees will have the opportunity to curate a gift bag for a fellow palliative care patient, along with writing a personal note, creating a full-circle moment of connection and compassion.

By transforming surplus beauty products into meaningful experiences, Beauty Holiday Inc. helps ensure that care extends beyond clinical treatment. For Avow's patients, this is more than an event. It's a celebration of who they are beyond illness and the strength they carry every single day.

WHO: Avow and Beauty Holiday Inc.
WHAT: Pampering Party for Avow's Palliative Care Patients
WHEN: April 30, 2026 | 11 a.m. – 1 p.m.

WHERE: Ispiri Community Center | Waterview Room | 1205 Whippoorwill Lane, Naples, FL 34105

About Avow:

Since 1983, Avow has served Southwest Florida as a nonprofit hospice. Today, Avow's nonprofit companies provide palliative care for individuals facing chronic or serious illness, hospice care, bereavement support services for children and adults, and Medicare-certified home health care. To learn more about the scope of services provided by Avow, call 239-261-4404 or visit www.avowcares.org.

About Beauty Holiday Inc.:

Founded by beauty editor Lindsay Peragallo, transforms product excess across the beauty and wellness industries into empowering self-care to uplift and comfort women and families navigating life's hardest challenges. Follow along @beautyholidayinc and learn more at www.beautyholidayinc.org.

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