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New Service Catering To Cancer Patients

By [Lori Stokes](#)

(New York-WABC, May 21, 2004) — Cancer can be devastating and often treatments like chemotherapy or radiation turn a painful situation into an embarrassing one by causing hair loss. Now, one cancer survivor is trying to offer relief to women battling the disease by providing an at home service.

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More Information

- [Girl On The Go](#)
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Lizzette Villda: "It is traumatic, it is scary. You've never seen yourself yourself bald.. you were probably a baby."

For women battling cancer, losing their hair is just one more devastating blow.

Lizzette Villda, Patient: "You can't go out bald. You can't go out. people stare at you. You

feel terrible."

So after losing her waist-long hair to chemotherapy, Sheril Cohen wanted to find a way to help other women cope with losing their hair.

Following what she describes as a humiliating trip to a wig store, Sheril started "[Girl on the Go](#)". With a collection of both human and synthetic wigs in more than 60 colors, Sheril fits women for wigs in the privacy of their own home.

Sheril Cohen, Founder, Girl on the Go: "We bring wigs to the women's houses in their own home."

Lizzette Villda: "It gives you a great many things. It gives you the life in your own setting."

By allowing women to select wigs at home, Sheril hopes Girl on the Go will help women reclaim their life despite their battle with cancer.

Sheril Cohen, Founder, Girl on the Go: "The name of the company is girl on the go she wants you to try and have a normal life."

Girl on the Go's wig prices range from \$250 to \$1200 depending on the texture and style.

Eyewitness News

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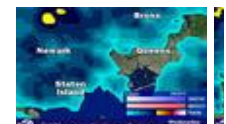
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Currently



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Metro Radar

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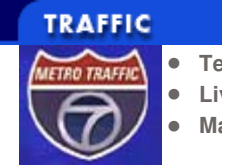
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