

**IN THE COMFORT OF ONE'S HOME**

**R.C. woman offers in-home wig service**

By Wendy Leung  
Staff Writer

RANCHO CUCAMONGA — Nancy Campbell knows that for women battling cancer, the last thing they need is an uncomfortable experience while shopping for a wig.

The Rancho Cucamonga resident remembers what her mother went through all too well. Campbell watched as her mother, who was diagnosed with ovarian cancer, tried on different wigs with neither privacy nor empathy.

"She felt like a fish in a fish bowl," Campbell said. "I thought this was just wrong. So not private."

The unpleasant experience made Campbell realize that cancer patients, unlike a prom-bound teenager shopping for a hair piece, often consider the wig shopping experience to be both personal and emotional.

So about four years ago, Campbell got in touch with a New York-based company that offered in-home wig service. She started working for the company but the cross-country shipment costs got too high, and Campbell decided to go solo.

Now Campbell, who's also a cosmetologist, runs Love For Locks, a one-woman operation designed specifically for women who not only want a quality wig but something that's been elusive at other places — privacy.

She said many of her clients have already started losing their hair when they pick out a wig which makes the in-home service crucial. For clients who have already lost their hair, they can e-mail Campbell an older photo of themselves, and Campbell can find a wig to match the hairstyle.

Campbell, who is referred to clients by local oncology doctors and the American Cancer Society, travels to homes in the Inland Empire and San Gabriel Valley. Her wigs start at \$300 and the cost



John Valenzuela/Staff Photographer

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includes consultation and styling. Consultation alone is \$50.

Women may opt to shop online but Campbell said oftentimes, the size and color aren't right.

"It's like wearing a pair of shoes without trying them on first," she said.

Campbell's clients also include

women who want special occasion hair pieces or women with other types of hair loss. Cancer patients, however, get a 10 percent discount. Most health insurance plans will cover a portion or all of the wig costs, Campbell said.

Sometimes, a client might invite family members and girlfriends when

Campbell makes the house calls. Other times, the appointment is more private.

"In the end, they feel good afterwards, and I walk out feeling good," Campbell said.

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