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For Immediate Release

Better Image Salon Helping Ladies' Self-Esteem Issues

The Better Image Salon is donating Mother's Day makeovers to women of Bethel Village, the Panama City Rescue Mission's addiction recovery program for women and children.

"We like to be able to do what we can to help the women in the program," Megan Humphries, owner of Better Image Salon, said. "We believe in what the Rescue Mission is doing to help people."

The residents of Bethel Village are undergoing tremendous changes in their outlook, their behavior and even their personalities. The faith-based program involves confronting the issues of addiction that in many cases have led to their homelessness. Some of these issues include chemical addictions and other behavioral problems.

At a recent fundraiser for the program, resident Melinda (last name with held) said in her public testimony, "I'm beginning to like myself again." This, after being addicted to crack-cocaine for more than a year, she said.

She has four children who will be visiting her at Bethel Village this Sunday, Mother's Day.

Melinda, and the other residents of Bethel Village deserve this treat, Betty Ball, Director of Women and Children's Ministries said. They're preparing to enjoy a pleasant Mother's Day with their closest family and friends. Some of the ladies have not even seen their children since they enrolled in the program.

"It does well for their self-esteem as they're going through this process of change." Ball added that any outward improvement on their appearance just accentuates the beauty that already exists inside. "It is our job to show them this beauty and to get them to recognize it for what it is, God inside of them."

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