



look good **feel better**[®]
HELPING WOMEN WITH CANCER

DreamBall

LOOK GOOD FEEL BETTER ANNUAL DREAMBALL INTRODUCES NEW “BEAUTYCARES” THEME

Honors beauty industry champions, cancer survivors, and health care providers

September 19, 2018, New York, New York – The Look Good Feel Better Foundation today announces a new *BeautyCares* theme for the 34th annual [DreamBall](#), to be held on Thursday, September 27 at Cipriani, 42nd Street, in New York City.

The DreamBall is an iconic, black-tie gala attended by 500 beauty, fashion and media industry executives. It is the largest fundraiser of the year for the beauty industry’s Look Good Feel Better cancer support program, which has helped nearly 1 million women with cancer in the U.S. to address the appearance side effects of treatment since the program began in 1989.

“We are excited to introduce our new *BeautyCares* theme at this year’s event,” said Executive Director Louanne Roark. “*BeautyCares* calls on individuals, brands and businesses from across the beauty industry to join together with clinicians, caregivers, families, patients and survivors to demonstrate the energizing power of care, and the sense of confidence that women find when they are empowered to rediscover their control, beauty and sense of self during cancer treatment.”

The 2018 *BeautyCares* DreamBall honorees are:

- [Lisa Green, President](#), BeautyKind
- [Ingrid Jackel](#), CEO, Yes To, Inc.
- [Sandra Lee and Kimber Lee](#), Author, TV Chef/Host, and Sister/Caregiver
- [James L. Speyer, MD](#), Medical Oncologist, NYU Langone’s Perlmutter Cancer Center
- [Carmen Marc Valvo](#), Fashion Designer
- [Gerri Willis](#), Anchor and Correspondent, Fox Business News, who is also the Gala Host

“Look Good Feel Better epitomizes the impact that beauty has on our wellbeing,” said George Calvert, chairman of the Look Good Feel Better Foundation Board of Directors, and chief supply chain officer at Amway. “I am privileged to serve on the board of an organization that so passionately works to improve the lives of people living with cancer, and proud to honor such an extraordinary group of individuals who have made it their mission to educate, support and treat those touched by the disease.”

The DreamBall will also feature a performance by the new hit Broadway show, **Pretty Woman: The Musical**, which has designated Look Good Feel Better as a charitable partner.

Immediately following the DreamBall will be the signature ***DreamBall After Dark***, a special after-hours event aimed at engaging the next generation of philanthropic leaders within and beyond the beauty industry in support of the Look Good Feel Better program. Guests will enjoy cocktails, hors d'oeuvres and music by [DJ M.O.S.](#)

For more information, please visit thedreamball.org.

About Look Good Feel Better

Since 1989, Look Good Feel Better has empowered nearly 1 million women with cancer in the U.S. to reclaim the sense of control, confidence and self-esteem that are so central to wellbeing. The program includes lessons on skin and nail care, cosmetics, wigs and turbans, accessories and styling; helping people with cancer find some normalcy in a life that is by no means normal. Look Good Feel Better is a collaboration of the Look Good Feel Better Foundation, a charitable organization established by the Personal Care Products Council, the leading national trade association representing the global cosmetic and personal care products industry, to develop, fund and direct the Look Good Feel Better program; and the Professional Beauty Association, the largest organization of salon professionals with members representing salons/spas, distributors, manufacturers and beauty professionals. For more information, visit lookgoodfeelbetter.org. Look Good Feel Better is a registered trademark of the Look Good Feel Better Foundation.

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