



FOR IMMEDIATE RELEASE

**LOOK GOOD FEEL BETTER® AND SAKS FIFTH AVENUE HOST THE
FIFTH ANNUAL NATIONAL BEAUTY EDITORS DAY
UNITING BEAUTY ENTHUSIASTS WITH THEIR FAVORITE BEAUTY EDITORS AND
BRANDS**

On August 4, More Than 50 Top Beauty Editors and Leading Beauty Brands Will Convene at Saks Fifth Avenue's New York Flagship Store to Benefit Look Good Feel Better®

New York, NY (July 25, 2016)—On August 4, **SAKS FIFTH AVENUE** and **LOOK GOOD FEEL BETTER®**, the charitable program that helps people with cancer address appearance side effects of their treatments, will host the Fifth Annual **NATIONAL BEAUTY EDITORS DAY**. More than 50 beauty and lifestyle magazines as well as leading beauty brands will convene in Saks Fifth Avenue's New York flagship store to provide customers with a unique opportunity to engage in 30-minute consultations: 15 minutes with their favorite beauty editor and 15 minutes with their favorite brand, for a \$40 donation to the Look Good Feel Better® program.

Participants may select individual consultations from a robust list of 25 national publications and 26 leading beauty brands, which cover a range of topics, including current trends in skincare, fashion, cosmetics, insider secrets, beauty advice, and product demonstrations. Participants will also receive a full-size gift from their selected beauty brand.

“National Beauty Editors Day brings together the beauty and publishing industries to help celebrate and give back to the women battling cancer each year,” said Louanne Roark, Executive Director of the Personal Care Products Council Foundation and the Look Good Feel Better program. “This unprecedented show of support year after year demonstrates the importance of Look Good Feel Better and its transformational services. We are grateful to Saks, the editors and brands – as well as the participating consumers – for being continued champions of the program.”

Look Good Feel Better® offers free workshops and support to people with cancer that include lessons on cosmetics, skin and nail care, wigs, turbans, accessories and wardrobe styling to help them to feel beautiful and confident during treatment. Since the program began in 1989, it has served nearly one million women with cancer in the U.S.

“For the fifth consecutive year, Saks Fifth Avenue is proud to host National Beauty Editors Day in partnership with Look Good Feel Better,” stated Kate Oldham, Senior Vice President, General Merchandising Manager of Beauty, Saks Fifth Avenue “Look Good Feel Better has transformed the lives of countless women across the U.S., and we are thrilled to offer this unique opportunity to our customers in support of the program, spreading the message of courage and confidence far and wide.”

To book your private consultation for National Beauty Editors Day, visit lookgoodfeelbetter.org/register. The magazines and brands participating include:

Participating Magazines:

Allure
Byrdie
BAZAAR
Cosmopolitan
Daily Mail
Dr. Oz The Good Life
Elle
Essence
Health
InStyle
MIMI
Marie Claire
NY Mag/The Cut

Nylon
Oprah
Real Simple
Redbook
Self
Seventeen
Shape
Siempre Mujer
StyleWatch
Total Beauty
Town & Country
W

Participating Brands:

Armani
Bobbi Brown
Burberry
Cellcosmet
Chanel
Clarins
Clé de Peau
Clinique
Dior
Dolce and Gabbana
Estée Lauder
Guerlain
Gucci

Kiehl's
La Mer
La Prairie
Lancôme
Laura Mercier
NARS
ReVive
Shiseido
Sisley
SK II
Tom Ford
Trish McEvoy
YSL Beauté

ABOUT LOOK GOOD FEEL BETTER

Look Good Feel Better is a free public service program that helps individuals with cancer improve their self-esteem, appearance and confidence by helping them to deal with the appearance side effects of cancer treatment. The program offers free workshops, and online and virtual support that include lessons on skin and nail care, cosmetics, wigs and turbans, accessories and styling... helping people with cancer to find some normalcy in a life that is by no means normal. It is offered through a collaborative effort of the Personal Care Products Council Foundation, the charitable arm of the trade group representing the cosmetics and beauty industry; the American Cancer Society, the nation's largest voluntary health organization dedicated to saving lives from cancer; 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 the website at www.lookgoodfeelbetter.org or call 1- 800-395-LOOK.

Donations from National Beauty Editor's Day will go to the Personal Care Products Council Foundation to benefit **Look Good Feel Better**.

Look Good Feel Better® is a registered trademark of the Personal Care Products Council Foundation.

The Personal Care Products Council Foundation, the American Cancer Society, Inc. and the Professional Beauty Association do not endorse any specific products and/or services.

ABOUT SAKS FIFTH AVENUE (@saks)

Saks Fifth Avenue, one of the world's pre-eminent specialty retailers, is renowned for its superlative American and international designer collections, its expertly edited assortment of handbags, shoes, jewelry, cosmetics and gifts, and the first-rate fashion expertise and exemplary client service of its Associates. As part of the Hudson's Bay Company brand portfolio, Saks operates 39 full-line stores in 21 states and Canada, five international licensed stores and saks.com, the company's online store.

For more information, kindly visit saks.com, [Facebook.com/saks](https://www.facebook.com/saks), [Instagram.com/saks](https://www.instagram.com/saks), [Twitter.com/saks](https://twitter.com/saks), [Pinterest.com/saks](https://www.pinterest.com/saks), and [Snapchat.com/saks_official](https://www.snapchat.com/saks_official).

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