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HELPING WOMEN WITH CANCER



FACT SHEET: CREATING AN OUTSIZED GLOBAL IMPACT

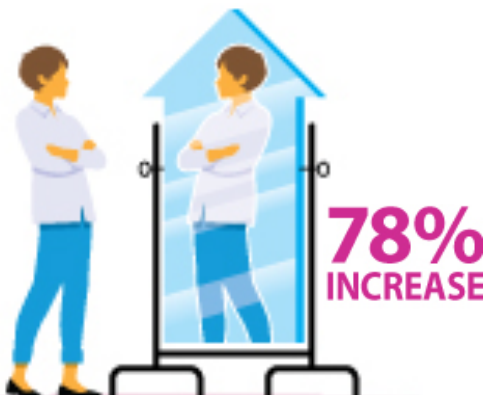
FROM SELF-CONFIDENCE TO SATISFACTION: LOOK GOOD FEEL BETTER DELIVERS FOR WOMEN IN CANCER TREATMENT AROUND THE WORLD

The 2017 Look Good Feel Better Global Patient Survey evaluates the impact of and satisfaction with the Look Good Feel Better program among program participants. In particular, the survey assesses the extent of the program's impact on patient confidence and self-image, as a result of teaching beauty techniques to address the appearance side effects of cancer treatment.

This year's survey results indicate that the Look Good Feel Better program creates a significant boost in self-confidence among women in cancer treatment, and delivers tangible value in improving self-image. With patient satisfaction scores above 90 percent, the vast majority of program participants would highly recommend the Look Good Feel Better program to other women in cancer treatment.

How does Look Good Feel Better impact confidence?

The 2017 Look Good Feel Better Global Patient Survey found the following:



A 78 percent INCREASE in confidence among women after experiencing the program. 52.4 percent reported feeling very or somewhat confident before attending a workshop compared to 93.5 percent following a workshop.

A 96 percent DECREASE in respondents who felt little or no confidence in their appearance after completing the program. 22.4 percent reported feeling not very or not at all confident in their appearance before attending a workshop compared to less than 1 percent (0.9%) following a workshop.

(more)



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How important is appearance to confidence and self-image?

According to the survey findings:



95 percent of respondents agree or strongly agree with the statement that their appearance makes them feel more confident.



96 percent of respondents ranked the Look Good Feel Better program as very or somewhat valuable in improving their self-image.



96 percent of respondents indicated they were satisfied with what they learned through the Look Good Feel Better program



98 percent of program respondents would recommend Look Good Feel Better to another person with cancer.

Since the program began in the United States in 1989, Look Good Feel Better has helped more than 1.9 million people in 26 countries around the world through licensed affiliates managed by the Look Good Feel Better Foundation. Host countries outside of the United States include Argentina, Australia, Brazil, Canada, Chile, Columbia, Denmark, Ecuador, France, Germany, Ireland, Israel, Italy, Mexico, Netherlands, New Zealand, Norway, Poland, Singapore, South Africa, Spain, Sweden, Switzerland, the United Kingdom and Uruguay. Globally, nearly 14,000 volunteers donate their time and talents to the program, which delivers more than 23,000 workshops annually.

SURVEY METHODOLOGY

The 2017 Look Good Feel Better Global Participant Survey includes more than 13,300 responses collected between September 2016 and September 2017 from eight countries: Australia, Brazil, France, Germany, Italy, the Netherlands, United Kingdom, and United States. Survey questions were consistent across the globe and surveys were voluntarily completed by program participants following a Look Good Feel Better workshop. Responses have been collected, compiled and reported by Look Good Feel Better staff in participating countries.

For more information about the survey, please visit lookgoodfeelbetter.org/worldcancerday.