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HELPING WOMEN WITH CANCER



FOR IMMEDIATE RELEASE

SELF CONFIDENCE SURGES: LOOK GOOD FEEL BETTER GLOBAL SURVEY SHOWS SIGNIFICANT, POSITIVE IMPACT AMONG WOMEN IN CANCER TREATMENT

Findings Released as World Cancer Day Brings Global Focus on People Coping with Cancer

February 1, 2018 (Washington, DC): Look Good Feel Better, the global cancer support program, today announced the results of its 2016/2017 global participant survey which reveals the extent of the groundbreaking program's impact on patient confidence and self-image for women around the world. Across eight countries on four continents reporting survey results, Look Good Feel Better reported a 78 percent surge in self-confidence among women upon completion of the program.

Established in 1989, Look Good Feel Better is a free, non-medical, brand-neutral public service program that teaches beauty techniques to help people with cancer manage the appearance-related side effects of cancer treatment with greater confidence, hope, courage and control. The program has served 1.9 million people globally.

The Look Good Feel Better Global Patient Survey includes responses from 13,300 program participants in North and South America, Europe, and Australasia. Participants ranked their feelings of confidence, pre- and post-workshop and the value of the program to their self-image.

- Slightly more than half (52%) of survey participants reported feeling very or somewhat confident in their appearance before attending a Look Good Feel Better workshop. That number increased by 78 percent, to nearly 94 percent following workshop participation.
- Less than 1 percent of respondents (0.9%) reported a lack of confidence in their appearance after experiencing a workshop.
- 96 percent of respondents indicated that the program was very or somewhat valuable in improving their self-image, and 98 percent would recommend Look Good Feel Better to another person with cancer.

"The mission of World Cancer Day is to 'explore how everyone can do their part to reduce the global burden of cancer,'" said Louanne Roark, executive director of the Look Good Feel Better Foundation." By so effectively addressing the appearance-related side effects of cancer



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treatment, which can be a profound psychological burden on women in the midst of cancer treatment, Look Good Feel Better is certainly doing its part to support this mission.”

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

ABOUT LOOK GOOD FEEL BETTER[®]

For nearly three decades, Look Good Feel Better[®] has been dedicated to helping people with cancer cope with the appearance side effects of their treatment. 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. In the United States, Look Good Feel Better is offered through a collaborative effort of the Look Good Feel Better Foundation, the charitable arm of the Personal Care Products Council, the trade group representing the cosmetics and beauty industry; the American Cancer Society; and the Professional Beauty Association. Outside the U.S., 25 countries also offer Look Good Feel Better programs through a network of licensed affiliates of the Look Good Feel Better Foundation.

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