## LOOK GOOD FEEL BETTER® CELEBRATES 30 YEARS OF SUPPORTING WOMEN IN CANCER TREATMENT

BEAUTY AND PERSONAL CARE INDUSTRIES TO RALLY BEHIND GLOBAL PROGRAM HELPING MILLIONS  
AT ANNUAL BEAUTYCARES DREAMBALL CELEBRATION

**NEW YORK (September 16, 2019):** Look Good Feel Better,® the global charitable organization dedicated to serving women with cancer, on Wednesday September 18 will celebrate its 30th Anniversary at the BeautyCares DreamBall, at Gotham Hall in New York City. The annual gala brings together leaders from across the beauty and personal care industry to support this iconic program that helps women cope with the appearance side-effects of cancer treatment.

Founded in 1989, Look Good Feel Better was the first organization to broadly address the appearance concerns of cancer patients, and is the only charitable cancer support program serving people in 27 countries globally. The Look Good Feel Better workshop provides group support and community, while improving morale and instilling a sense of control and confidence. Workshops, led by volunteer beauty professionals are held live in hospitals and cancer centers, and virtually on [lookgoodfeelbetter.org](file:///C:\Users\lr\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\9P8XDUY0\lookgoodfeelbetter.org), include lessons on skin and nail care, cosmetics, wigs and turbans, accessories and styling. The program has served 1 million women in the U.S., and 2 million globally.

“For three decades, the beauty industry has built Look Good Feel Better into a global force for good serving women with cancer,” said Louanne Roark, Executive Director of the Look Good Feel Better Foundation. “When faced with the often-devastating impact of their treatment, like hair loss and changes in complexion, Look Good Feel Better is a resource for women to find information, inspiration and community, providing some normalcy during a time that is anything but normal.”

According to Look Good Feel Better Program Participant satisfaction data1: 96% of women completing Look Good Feel Better evaluations rate the program as very useful or useful in improving their self-image and 98% would recommend Look Good Feel Better to other cancer patients.

Every year at the BeautyCares DreamBall, Look Good Feel Better recognizes beauty industry leaders for their support, as well as notable cancer survivors whose stories inspire hope. 2019 honorees include:

**Amy Robach**, Co-Anchor ABC News’ “20/20”

**Alvaro Alonso,** Beiersdorf, President North America

**Jamie Kern Lima**, IT Cosmetics, Co-Founder

**Lauren Brindley**, Walgreens, Group Vice President & General Merchandise Manager for Beauty & Personal Care

For information about the BeautyCares DreamBall, visit <http://lookgoodfeelbetter.org/dreamball/>

**ABOUT LOOK GOOD FEEL BETTER**

Look Good Feel Better is a collaboration of the Look Good Feel Better Foundation of the Personal Care Products

Council, and the Professional Beauty Association.For more information about Look Good Feel Better’s free services visit [lookgoodfeelbetter.org](http://www.lookgoodfeelbetter.org).

1. Look Good Feel Better (2012). Look Good Feel Better Participant Evaluation Survey.