



TEMPLATE: Bylined Article

Below is a template article your company can use to share information with its employees about Look Good Feel Better and how your company is associated with and supports the program. It can be used on a company blog, intranet, newsletter or other communications channel.

Article Title: Look Good Feel Better: More Than Makeup

By: Louanne Roark, Executive Director, Look Good Feel Better Foundation [or company representative]

Article Text:

Courage, confidence, control and community are all words used by cancer survivors to describe their experience with [Look Good Feel Better](#)[®], a public service program of the Look Good Feel Better Foundation that is dedicated to helping women living with cancer cope with the appearance side effects of treatment. It isn't about the newest treatment or breakthrough research. Instead, it is quite simply about helping women through their treatment to restore their confidence and sense of self.

To the women who participate, the benefits are significant. Sitting around a table with others in the same situation, they laugh, cry, share stories and discuss their appearance concerns and favorite beauty secrets. Trained volunteer beauty professionals lead the discussion, offering practical tips about skin care, makeup techniques and guidance for coping with hair loss to help these women battling cancer restore an appearance that has been altered by cancer treatments. In the process, fears are diminished, friendships are formed and self-esteem and a sense of normalcy begin to re-emerge.

Since it launched in 1989, Look Good Feel Better is proud to have given self-confidence back to nearly 1 million women in the U.S. who have participated in the program's 15,000 group workshops offered annually in more than 2,000 locations throughout the United States.

Look Good Feel Better is asking [COMPANY NAME] to join its "More Than Makeup" initiative, helping spread the message that Look Good Feel Better is more than a program simply about makeup. There is a certain power that cosmetics can provide to a woman who is feeling defeated because of her disease.

Here's how you can help us:

- Share a video from Look Good Feel Better's new [video series](#) that brings to life the transformative power of the program.
- Visit lookgoodfeelbetter.org to learn about our free workshops and webinars, how we have helped more than 1.9 million people around the world, and how you can make a donation to show your support.



- Help spread the word by telling your family and friends about Look Good Feel Better, and sharing on Facebook, Twitter or other social media. Use the hashtag #MoreThanMakeup in your posts.
- Consider volunteering for Look Good Feel Better in your community.
- Take part in [COMPANY NAME]'s efforts to raise funds for Look Good Feel Better by [DESCRIPTION OF WHAT THEY CAN DO].

Program participants consistently report that Look Good Feel Better has changed the way they feel about themselves, and how they approach their treatment. One participant said, "This program totally brought me back. I look and feel like my normal self again. This was the push I needed to get back on track."

We hope you will join us to engage and educate your consumers, and help raise awareness and support for Look Good Feel Better and the More Than Makeup campaign.

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