



TEMPLATE: Talking Points

We want to make sure you have the tools you need to share information about Look Good Feel Better and our mission to help people regain their courage, confidence and control while undergoing cancer treatment. We encourage you to share information about your company's support, programs or promotions such as volunteerism, product donations, financial support, limited-edition products or other ways you are helping promote our More Than Makeup campaign this year.

Below are general talking points individuals within your company can use when speaking to employees and/or others about the Look Good Feel Better program, and how your company is associated with and supports the program.

Core Talking Points

- Look Good Feel Better is the only free, global public service program dedicated to helping people with cancer reclaim the sense of control, confidence and self-esteem that are so central to wellbeing.
- Look Good Feel Better offers complimentary group, individual and online beauty sessions that include lessons on skin care and cosmetics, nail care, wigs and turbans, accessories and styling to help people with cancer regain some normalcy in a life that is by no means normal.
- Together with the Look Good Feel Better Foundation, the American Cancer Society and the Professional Beauty Association, Look Good Feel Better has helped nearly 1 million women in the U.S. over the past 29 years regain confidence during cancer treatment by helping them deal with the appearance side effects.
 - As a member of the Personal Care Products Council, [COMPANY NAME] is proud to support Look Good Feel Better.
- Look Good Feel Better is asking [COMPANY NAME] to champion its new initiative, "More Than Makeup."
 - The campaign reinforces a simple message: 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. There is a sense of camaraderie that develops as she attends a workshop with other women who are experiencing a similar journey. There is a feeling of control as she leaves a workshop, finally feeling confident enough to face her cancer.
 - By addressing the appearance side effects of cancer treatment and recovery, we can support Look Good Feel Better in its mission to help cancer patients to focus all their energy on becoming cancer survivors.



- Want to learn how you can help?
 - Share a video from Look Good Feel Better's new [video series](#) that brings to life the transformative power of the program.
 - Visit www.lookgoodfeelbetter.org to learn about free workshops and webinars, how the program has 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, Instagram 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].
 - [OTHER WAYS EMPLOYEES CAN PARTICIPATE IN YOUR COMPANY'S EFFORTS]

More About Look Good Feel Better

- Through the support of Personal Care Products Council member companies like [COMPANY NAME] (PCPC represents 600 member companies who manufacture, distribute, and supply the vast majority of finished personal care products marketed in the U.S.), Look Good Feel Better offers free workshops and other educational resources that provide professional beauty guidance and instruction to address the appearance side effects of cancer treatment and recovery to help change the lives of people with cancer by helping the whole person, inside and out.
- Founded in 1989, the Look Good Feel Better program has helped 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 over the past 29 years.
 - Look Good Feel Better is supported by 150 companies, most of which are affiliated with the cosmetics industry, who provide financial, product and in-kind donations.
 - In 2016, the cosmetics industry donated more than 1 million pieces of cosmetics and skin care products to Look Good Feel Better, valued at nearly \$14 million.

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