



## 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 Invites You to Help Better Begin

**By:** Louanne Roark, Executive Director, Personal Care Products Council Foundation and Look Good Feel Better

**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 Personal Care Products Council (PCPC) Foundation that is dedicated to helping women living with cancer look good and feel better. It isn't about the newest treatment or breakthrough research. Instead, it is quite simply about helping women through their treatment because when you look good, you feel better.

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 approximately 950,000 women in the U.S. who have participated in the program's 15,100 group workshops offered annually in more than 2,100 locations throughout the United States.

Look Good Feel Better is asking [COMPANY NAME] and women everywhere to Help Better Begin. We want you to Help Better Begin by using the power the cosmetics industry has to help people look and feel better. By addressing the appearance side effects of cancer treatment and recovery, you can support Look Good Feel Better in its mission to allow cancer patients to focus all their energy on becoming cancer survivors.

Here's how you can help us and [COMPANY NAME] do it:

- Visit [www.lookgoodfeelbetter.org](http://www.lookgoodfeelbetter.org) to learn about our free workshops and webinars, how we have helped an estimated 1.7 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.
- 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].



look good **feel better**<sup>®</sup>  
HELPING WOMEN WITH CANCER

We consistently hear from program participants about how Look Good Feel Better has changed the way 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 our campaign to Help Better Begin.

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