



TEMPLATE: Employee E-Mail

Below is a template e-mail 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.

Subject Line: Help Better Begin with Look Good Feel Better

E-mail Text:

[INSERT OPENING],

“When a woman who is battling cancer starts to put on lipstick, she is on the road to recovery. It is when the lipstick is on that she has adopted a ‘survivor’ frame of mind.”

At [COMPANY NAME], we recognize that the power of cosmetics goes far beyond a woman’s reflection in the mirror. This is especially true for women undergoing cancer treatment.

We want to introduce you to [Look Good Feel Better®](#), a unique program that has helped an estimated 1.7 million people in 26 countries around the world over the past 26 years regain confidence during cancer treatment by helping them deal with appearance side effects.

Look Good Feel Better, a public service program of the Personal Care Products Council (PCPC) Foundation, 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 simply about helping women through their treatment because when you look good, you feel better.

As part of the beauty industry, a member of the Personal Care Products Council and a strong supporter of Look Good Feel Better, [COMPANY NAME] understands the power of looking good. We are proud that through our support over the past 26 years, Look Good Feel Better has helped approximately 950,000 women in the U.S. regain confidence with its free workshops and other educational resources that help women think of themselves as women first and patients second.

Look Good Feel Better is asking [COMPANY NAME] to Help Better Begin and we are joining in to continue to play a unique role in making this extraordinary program possible. By addressing the appearance side effects of cancer treatment and recovery, we can support Look Good Feel Better in its mission to allow cancer patients to focus all their energy on becoming cancer survivors.

We will also drive awareness and raise funds for this incredible program by [DESCRIPTION OF ANY EFFORTS THE COMPANY IS DOING] and we want you to join us:

- Visit www.lookgoodfeelbetter.org to learn about the program’s free workshops 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**[®]

HELPING WOMEN WITH CANCER

If you have questions about what [COMPANY NAME] is doing to support Look Good Feel Better, or if you want to do more to help women with cancer face the world with renewed confidence to get through and beyond their cancer experience, please let me know.

Sincerely,
[CLOSING]

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