



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 us Help Better Begin 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 that is changing the way people with cancer approach their disease: by teaching them that they can have some normalcy in a life that is by no means normal.
 - When a woman looks good, she can feel better, and who knows this better than the beauty industry, as Look Good Feel Better is a public service program of the Personal Care Products Council Foundation, and [COMPANY NAME] is a strong supporter.
- Together with the Personal Care Products Council Foundation, the American Cancer Society and the Professional Beauty Association, Look Good Feel Better has helped an estimated 950,000 women in the U.S. over the past 26 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] and women everywhere to Help Better Begin. We want you to Help Better Begin for those battling cancer and help restore a woman's self-confidence and sense of self. Help Better Begin by understanding the impact your company can have on her sense of well-being and control during this difficult time.
- Want to learn how you can help?
 - Visit www.lookgoodfeelbetter.org to learn about free workshops and webinars, how the program has helped approximately 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].
 - [OTHER WAYS EMPLOYEES CAN PARTICIPATE IN YOUR COMPANY'S EFFORTS]



look good **feel better**[®]
HELPING WOMEN WITH CANCER

More About Look Good Feel Better

- Through the support of Personal Care Products Council member companies like [COMPANY NAME], Look Good Feel Better offers free workshops and other educational resources that provide professional 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 an estimated 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 over the past 26 years.
 - Look Good Feel Better is supported by more than 150 companies, most of which are affiliated with the cosmetics industry, who provide financial, product and in-kind donations.
 - In 2014, the cosmetics industry donated nearly 800,000 pieces of cosmetics and skin care products, valued at approximately \$9 million.

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