



Celebrating 20 years



Look Good...Feel Better.
A public service program for cancer patients



Look Good...Feel Better
Program Participant 1990



Look Good...Feel Better
Program Participant 2009

Look Good...Feel Better Celebrates 20th Anniversary

*Twenty Years of Helping Cancer Survivors Find
Hope, Courage, Confidence*

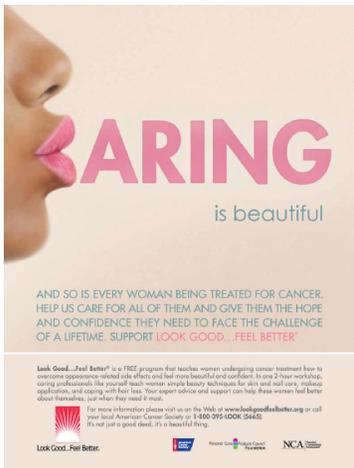
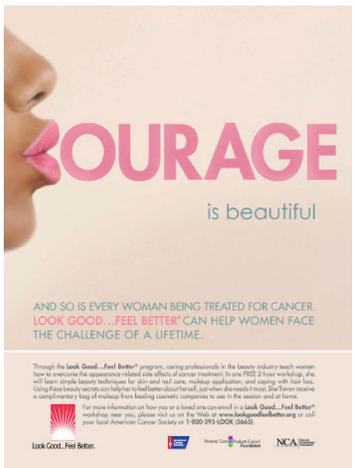
It was an exciting time in 1989 when what began as a simple idea, grew into a vision of a different way of helping cancer patients cope with an important aspect of their quality of life during cancer treatment – their appearance. That vision grew from an experience with one beautiful young woman's struggle with difficult cancer treatments, to what is today a thriving **Look Good...Feel Better® (LGFB)** program, helping thousands of women each year to look and feel beautiful, and find hope and courage at a time when it is often in short supply.

Beginning with just two pilot programs in New York and Washington, D.C., **LGFB** has grown into a highly successful global program available in 19 countries on six continents, and globally serving nearly one million women with cancer during the past two decades.

Over the years, this unique and extraordinary program has remained as relevant and vital to women as when it began. It has earned high praise among cancer survivors, their friends and families, and the health care community. The program has expanded its reach to more diverse populations, including a bilingual and Spanish-only program for Hispanic women; program materials and information for men, and a group workshop program and Web site for teens with cancer.

LGFB is made possible through a collaboration of the Personal Care Products Council Foundation, the American Cancer Society, and the National Cosmetology Association. With the support of these three organizations, **LGFB** has served nearly 650,000 women with cancer in the United States in the past twenty years, and now serves approximately 50,000 women annually. Nationwide there are about 8,700 group workshops offered each year in more than 2,500 locations, including comprehensive cancer centers, local hospitals, American Cancer Society offices and other community settings. Support of the program has also increased over the years. Approximately 1,000 new volunteers joined the **LGFB** ranks last year, with 14,000 volunteers now donating their time to support the program. **LGFB** is also supported by 262 Personal Care Products Council member companies through financial, product, and in-kind donations. The cosmetic industry donates nearly \$10 million dollars of products to the program each year and the American Cancer Society Eastern Division's DreamBall, supported by the cosmetic industry and the primary source of funding for **LGFB**, has raised more than \$35 million to support **LGFB** and the American Cancer Society during the past two decades.

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The "Hope is Beautiful" 20th anniversary celebration will initiate activities that will help position **LGFB** for future growth and expansion. The key to reaching and serving a large number of cancer patients lies in increasing public awareness and demand for **LGFB**, while building program capacity and infrastructure to support growth. The 20th anniversary celebration will begin the process by enhancing existing delivery channels, such as increasing the number of comprehensive or clinical cancer centers offering the program, and increasing the participation in existing programs, as well as seeking out new delivery channels, such as online portals like Facebook, Flickr, Twitter

and YouTube. In February of 2009, **LGFB** also released a new six-minute workshop video titled "An Invitation to **Look Good...Feel Better**." This video is now available in DVD, VHS, and can also be viewed on the **LGFB** Web site, www.lookgoodfeelbetter.org.

The "Hope is Beautiful" 20th anniversary campaign launched during **Look Good...Feel Better** week April 27 - May 1, 2009, spotlighting a series of exciting activities that highlight 20 years of success and celebrate the people served by the program and those who make it possible. The anniversary activities are described in the following pages of this newsletter. ■

"Hope is Beautiful" Public Service Ad Campaign

The Personal Care Products Council Foundation worked with Ogilvy HealthWorld in New York to design a new **Look Good...Feel Better (LGFB)** public service ad campaign. The "Hope is Beautiful" ad series includes three consumer ads and one trade ad, all designed with a cohesive look. The consumer ads promote awareness among **LGFB's** primary audience--women ages 25-65 receiving cancer treatment and experiencing appearance side effects, as well their friends, family, caregivers, and health care professionals. The trade ad raises awareness and encourages salon owners, beauty professionals, and health care providers

to get involved in **LGFB** by volunteering and educating their customers and patients about the program.

"Each ad tells our story and speaks to **LGFB** audiences in a unique way," said Louanne Roark, executive director of the Personal Care Products Council Foundation. "We are honored that the Ogilvy HealthWorld team chose to donate their energy, creativity, and talents to support **LGFB**. They put their passion to work for us." Watch for the new **LGFB** ads in your favorite consumer and trade magazines throughout 2009, and check the **LGFB** Web site for information on recent placements. ■

Women of Hope Is Beautiful

During the 20th anniversary, **Look Good...Feel Better (LGFB)** will mark 20 years of success by celebrating the women the program serves. **LGFB** is reaching out to program graduates and cancer survivors to share their stories of hope, courage, and

determination for the "Women of Hope is Beautiful" campaign. The "Women of Hope is Beautiful" are women with firsthand **LGFB** experience who can demonstrate the emotional and physical transformation that the program offers by sharing their stories.

If you have a story you would like to share, or if you know someone with an inspiring story, they can submit their stories, videos, photos on the **LGFB** Web site (click on Women of Hope is Beautiful). Five women will be selected as the "Women of Hope is Beautiful". They will be featured on the **LGFB**

Web site, and will win a trip to the DreamBall in New York on September 24, 2009, as well as receive a professional makeover.

Follow the "Women of Hope is Beautiful" stories on the new **LGFB** blog on the **LGFB** Web site home page ■



Marty Lenehan
Look Good...Feel Better
Program Participant



Kenya Davis
Look Good...Feel Better
Program Participant



Maria Torralba
Look Good...Feel Better
Program Participant

Joining the Celebration

Strategic partnerships are also an important part of the 20th anniversary celebration, helping to spread and amplify our message, raising awareness among our key audiences, engaging new audiences, and raising funds to support **Look Good...Feel Better (LGFB)**. The Personal Care Products Council Foundation - the national **LGFB** collaborator that is responsible for national marketing, program awareness and fundraising - is taking the

lead to develop new and innovative projects with members of the Personal Care Products Council, other corporate supporters, and related beauty professional trade groups like the National Cosmetology Association (NCA) and the Professional Beauty Association (PBA). These projects will underscore the value of **LGFB** to the people the program serves. Read on for information about their creative contributions to the **LGFB** 20th anniversary.

Celebrating Twenty Years Together:

OPI

Look Good...Feel Better (LGFB) and OPI Nail Lacquer are each celebrating their 20th anniversary this year. In recognition of these shared milestones, OPI, a member of the Personal Care Products Council Foundation Board of Directors, has designated a portion of the proceeds from the sale of its *Bubble Bath Nail Lacquer* in July and August to benefit the **LGFB** program with a minimum \$25,000 commitment to the Personal Care Products Council Foundation. OPI has created a special point of purchase display, which will make available more information about the **LGFB**

program and where to find the workshops. Nationwide, 10,000 salons will receive this collateral material and OPI will also include the promotion in its bi-monthly newsletter (circulation of 300,000 salons).

For more information, visit www.look-goodfeelbetter.org or www.opi.com.





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North American Hairstyling Awards

The Professional Beauty Association's (PBA) North American Hairstyling Awards (NAHA) is also celebrating its 20th anniversary this year. **Look Good...Feel Better (LGFB)** and NAHA are joining together to raise awareness of their respective programs among consumers and salon professionals. NAHA will feature the new **LGFB** video "An Invitation to **Look Good...Feel Better**" at its awards ceremony, which will be held on July 19, 2009 at 8:30 pm at the Mandalay Bay Convention Center in Las Vegas. Two thousand NAHA attendees will also receive information about **LGFB**. For more information about NAHA visit www.probeauty.org/naha. ■

Going Once...Going Twice....

Dior Beauty will join together with the Personal Care Products Council Foundation and the Canadian Cosmetic, Toiletry and Fragrance Association Foundation to benefit **LGFB** for a second year when they host the Dior Diva Online Auction this September. Members of the Dior Diva VIP program will be able to support **LGFB** by bidding on unique and exclusive Dior-worthy auction items. To find out more about the Dior Diva VIP program and to be one of the first to know when the auction goes live, register at www.diordivavip.com. ■

A Special Touch

Facelogic Spas, a franchise spa company that operates 53 spas throughout the US, will introduce a new facial to their menu of services in the spring and summer of 2009 to benefit **LGFB**. Throughout the year Facelogic Spas will donate a portion of the

price of each facial purchased by their clients to the Personal Care Products Council Foundation to benefit **LGFB**. In addition, they will offer their clients information about **LGFB** and how to find the program. ■

Helping Hands

Personal Care Products Council member company, Yves Rocher, an industry leader in botanical beauty, will donate \$2 for every special edition Arnica Essentiel hand cream sold via their web site and through their catalogues during the month of October to the Personal Care Products Council Foundation to benefit **LGFB**. The cream will retail for \$5. Yves Rocher will also share information about the **LGFB** program with their more than 700,000 online and catalog customers. ■

October NCA Salon Awareness Program

With a combined force of more than 20,000 NCA members and 14,000 **LGFB** volunteers, there is a huge number of salon-based **LGFB** supporters. These individuals and the salons they are affiliated with touch thousands of consumers each day, and as part of Breast Cancer Awareness Month in October, they will have an opportunity to share **LGFB** information with their customers. NCA members and **LGFB** volunteers will be able to order free **LGFB** posters and point of purchase information for display and distribution in their salons. Watch for more information about how to order materials on the **LGFB** Web site 20th anniversary page. ■

National Conference of State Legislatures Spring Forum Features Look Good...Feel Better

As part of the 20th anniversary efforts to reach **Look Good...Feel Better (LGFB)** target audiences through multiple channels, **LGFB** worked with the National Conference of State Legislatures to offer them **LGFB** constituent information.

On April 23rd in Washington, D.C. at the 2009 Spring Forum of the National Conference of State Legislatures (NCSL), a **LGFB** panel of volunteers and participants spoke to 30-40 state legislators who sit on

the health committees of their state legislature. The panel informed state legislators of the **LGFB** program, provided them with a broad perspective of the benefits **LGFB** participants receive and offered examples of the positive impact the program has on participants, the participant's family/friends, as well as the community. In addition, **LGFB** offered state legislators information about how to find program locations in their districts. ■

Hope is Beautiful "Honors" National Events

- A "Hope is Beautiful" anniversary celebration will take place at the National Cosmetology Association's (NCA) "Salon Life 2009" on August 2 in Chicago, IL, in recognition of all **Look Good...Feel Better (LGFB)** volunteers. Special acknowledgements will be given to past State and National Sunrise Award winners as well as 20-year volunteers who are able to attend this celebratory event. More information to come!

- The American Cancer Society celebrated the Look Good...Feel Better (**LGFB**) 20th anniversary at the opening breakfast of the Society's National Board Meeting on May 8, 2009 in Atlanta, GA. The program included a recognition award given to the Society by Louanne Roark, executive director of the

Personal Care Products Council Foundation, acknowledging the work of the staff across the country and their contributions to the success of the **LGFB** program. It also included several additional Division awards given for outstanding support of **LGFB**. For more information on the Division awards presented, visit the 20th anniversary page on the **LGFB** Web site at www.lookgoodfeelbetter.org.

- American Cancer Society **LGFB** staff can order **LGFB** 20th anniversary balloons as they plan local **LGFB** events (i.e. update/certification classes and award program elements) to celebrate the anniversary. To access the balloon order form, go to the "Staff Room" on the **LGFB** Web site ■

"I CARE Kits"

To help celebrate the 20th anniversary, corporate supporters will be encouraged to promote the **Look Good...Feel Better (LGFB)** program with "I CARE Kits" to help deepen program support and expand consumer reach. Hope is Beautiful "I CARE Kits" will include a 20th anniversary campaign e-newsletter and blast email copy for employees, suggestions about ways companies and employees can get involved with the program, **LGFB** online/blog widgets

for their corporate Web sites, along with a **LGFB** "Proud Supporter" logo and promotional materials.

Customized "I CARE Kits" will also be available for the October National Cosmetology Association (NCA) Salon Awareness Program and for American Cancer Society field and division staff. For more information about 20th anniversary "I CARE Kits", visit **LGFB** Web site 20th anniversary page. ■



Look Good...Feel Better Proud Supporter
Logo

Hope is Beautiful Honors 2008 National Sunrise Award Winners

Three outstanding **Look Good... Feel Better (LGFB)** volunteers, Eivind Bjerke of Washington, D.C.; Robin Enos of Bakersfield, California; and Guy Lento of New York, New York, have been recognized with the National Sunrise Award for their service and commitment to **LGFB**. All three volunteers have been with the program since its inception in 1989. These volunteers became a part of an elite group when they were recognized as the 2008 National Sunrise Award winners at a **LGFB** Breakfast at the Personal Care Products Council Annual Meeting on February 25, 2009, in Boca Raton, Florida.

Eivind Bjerke, a resident of Washington, D.C., and winner in the NCA member cosmetologist award category, was one of the first **LGFB** volunteers, participating in the pilot program at Georgetown University's Lombardi Cancer Center. Bjerke donates his time and talent to a number of national **LGFB** projects, including videos and training programs, and he has served as a program spokesperson on numerous occasions. He has helped thousands of women with cancer through his volunteer facilitation of **LGFB** group workshops in numerous Washington, D.C. area hospitals

as well as seeing patients one-on-one in his salon. "[Eivind] has continued his great dedication and enthusiasm," said Beth L. Beck, M.A., CHES regional mission delivery director, American Cancer Society National Capital Region.

Robin Enos of Bakersfield, California, won in the **LGFB** certified volunteer award category. Enos has facilitated more than 200 **LGFB** programs during the past two decades. In 2003, Enos was diagnosed with breast cancer and despite undergoing cancer treatment, continued to provide support for the **LGFB** program. She also helped expand the **LGFB** reach to diverse and multicultural audiences in 2006. With her help, **LGFB** in Kern County was able to recruit, train, and certify seven new bilingual **LGFB** facilitators. "My greatest honor comes from helping the hundreds of women who are battling this dreaded disease and seeing them face life as the beautiful people they are," Enos said.

Guy Lento of New York, New York, winner in the general volunteer award category, was a part of the 1988 pilot program at Memorial Sloan-Kettering Cancer Center (MSKCC) in New York, and also took part in the original "**LGFB**" video. Diagnosed with



2008 National Sunrise Award Winners (l-r) Eivind Bjerke of Washington, D.C.; Robin Enos of Bakersfield, California; and Guy Lento of New York, New York

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cancer in 2006, Lento received radiation and chemotherapy, an experience that he says gave him important insight. “I know firsthand exactly what these women are going through. I really do enjoy this program and when I leave I feel like I am doing a good thing,” Lento said.

“The compassion, kindness and

commitment of our volunteers are the heart and soul of this program” says Louanne Roark, executive director of the Personal Care Products Council Foundation and **LGFB**. “Eivind, Robin and Guy are three wonderful role models. They bring hope, courage and confidence to women, men, and teens when they need it most.” ■



Crystal National Sunrise Awards donated by Pochet of America

New!! Look Good...Feel Better Volunteer Award 20- Year Crystal Paperweight



Volunteers who have dedicated 20 continuous years of service to **Look Good...Feel Better (LGFB)** are eligible to receive a 20-Year anniversary crystal paperweight. (A “Years of Service” form must be submitted.) Volunteers must have participated in at least four LGFB programs or activities each year for a consecutive 20-year period. ■

Follow Us!!

Look Good...Feel Better is now on the following social media sites:

facebook

twitter

YouTube

*Look Good...Feel
Better Celebrates
20th Anniversary,
see cover story*

For more information on *Look Good...Feel Better* and
20th Anniversary information and activities including:

Look Good...Feel Better Blog

Program 20 year Timeline

Volunteer Information

New video "An Invitation to *Look Good...Feel Better*"

Calendar of Events and much more!!

Visit www.lookgoodfeelbetter.org

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Written by Foundation Staff. Edited and produced by Natasha Clover, Personal Care Products Council manager-publications & marketing and Courtney Jones, Personal Care Products Council Foundation program coordinator.

