



look good **feel better**  
HELPING WOMEN WITH CANCER



For Immediate Release

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**32 TOP BEAUTY EDITORS TO CONVENE AT SAKS FIFTH AVENUE'S NEW YORK FLAGSHIP  
TO BENEFIT Look Good Feel Better®**

**Unprecedented Show of Support from Beauty Industry and Major Publishing Houses Marks  
First Annual Look Good Feel Better Beauty Editors Day at Saks Fifth Avenue**

New York, NY, July 19, 2012— **Look Good Feel Better®**, the charitable program that helps people with cancer address the appearance-related side effects of their treatment, today launched an unprecedented public awareness and fundraising program in conjunction with Saks Fifth Avenue and 32 leading beauty editors and beauty brands. The first annual Look Good Feel Better Beauty Editors Day event will be held on August 16 from noon until 7PM at Saks Fifth Avenue's flagship store in New York.

Look Good Feel Better Beauty Editors Day will provide consumers the opportunity to visit with their favorite beauty editor at the counter of a leading beauty brand for a 20-minute one-on-one consultation, in exchange for a \$30 donation to the Look Good Feel Better program. The consultations will cover a range of topics: from current trends in skincare, fashion and makeup, to inspiration and insider secrets, to specific beauty advice and product demonstrations. Each beauty brand will provide participants with an exclusive gift.

The Look Good Feel Better program offers free workshops and support to people with cancer to provide lessons on cosmetics, skin and nail care, wigs, turbans, accessories and wardrobe styling to help mitigate the appearance-related side effects of their treatment. Since the program began 23 years ago, it has served more than 800,000 people with cancer in the U.S. and more than 1.2 million people with cancer around the world.

"We are so grateful for the support we have received to make Beauty Editors Day a reality in the United States," said Louanne Roark, executive director of the Personal Care Products Council Foundation and the Look Good Feel Better program. "This would not be possible without the support of Saks Fifth Avenue and unprecedented participation from such an incredible list of beauty brands and magazines to support women with cancer on their journey to recovery and health. Everyone deserves to feel beautiful and confident. On Beauty Editors Day, together we want to spread that message far and wide."

For the past five years, Selfridge's London has hosted Beauty Editors Day, to benefit the Look Good Feel Better program in the UK. Based on that success, earlier this year, Look Good Feel Better approached Saks Fifth Avenue with the concept of replicating the event for consumers in the United States. Together with Saks, Look Good Feel Better has gained support for the event from nearly every beauty brand represented in Saks Fifth Avenue's flagship store beauty department, as well as major publishers including Conde Nast, Hearst, Time Inc., Meredith, Rodale and American Media Inc.

"Beauty Editors Day at Saks Fifth Avenue is a unique program that we are proud to support," said Deborah Walters, SVP and GMM Cosmetics, Fragrance and Intimates of Saks Fifth Avenue. "It is truly remarkable and inspiring to bring together 32 of the top beauty, style and fashion editors coupled with the world's most iconic brands, all under one roof—our roof—all in support of beauty and hope. We know this will be a spectacular success for Look Good Feel Better and all involved, and we look forward to making Beauty Editors Day even bigger and better in the years to come."

The pairings of editors and brands participating in Look Good Feel Better Beauty Editors Day include:

- Patricia Tortolani, Beauty Director and Sophia Panych, Associate Editor, *Allure* with CHANEL
- Ellen Miller, Beauty and Fashion Director, *Better Homes & Gardens* with Clarins
- Dana Wood, Beauty Director, *Brides* with Jo Malone London
- Eimear Lynch, Word of Mouth Editor, *Conde Naste Traveler* with Clé de Peau Beauté
- Leah Wyar, Beauty Director, *Cosmopolitan* with Nars
- Milly Almadovar, Beauty Editor, *Cosmo for Latinas* with Ioma
- Emily Dougherty, Beauty and Fitness Director, *Elle* with Dolce & Gabbana
- Corynne Corbett, Beauty Director, *Essence* with Penhaligon's
- Seth Howard, Fashion Editor, *Esquire* with RéVive
- Greta Monahan for *Every Day with Rachel Ray* with Trish McEvoy
- Heather Muir, Beauty Director, *Fitness* with Erno Laszlo
- Elaine Welteroth, Beauty Editor, *Glamour* with Yves Saint Laurent
- Alexandra Parnass, Beauty Director, *Harper's Bazaar* with Estée Lauder
- Ilana Blitzer, Senior Beauty and Fashion Editor, *Health* with Bobbi Brown
- Amy Synnott-D'Annibale, Beauty Director, *In Style* with Sisley-Paris
- Erica Metzger, Beauty Director, *Ladies Home Journal*, with Fekkai
- Jean Godfrey-June, Beauty Director, *Lucky* with Laura Mercier
- Ying Chu, Beauty and Health Director, *Marie Claire* with Guerlain
- Genevieve Monsma, Beauty Director, *More* with Giorgio Armani
- Valerie Monroe, Beauty Director, *O The Oprah Magazine* with Cellcosmet
- Pamela Edwards, Beauty and Style Director, *People* with SK-II
- Holly Carter, Beauty Director, *People Stylewatch* with La Prairie
- Tory Kirby, Beauty Director, *Redbook* with Clarisonic
- Elaine D'Farley, Beauty Director, *Self* with Lancôme

- Alyssa Kolsky Hertzog, Beauty Editor, *Shape* with Clinique
- Celia Ellenberg, Senior Beauty Editor, *Style.com* with Burberry Beauty
- Jamie Rosen, Beauty Director, *Town & Country* with La Mer
- SunHee Grinnell, Beauty Director, *Vanity Fair* with Dior
- Sarah Brown, Beauty Director, Ana Dragovitch, Beauty Assistant and Catherine Piercy, Beauty Writer, *Vogue* with Tom Ford
- Jane Larkworthy, Beauty Director, *W Magazine* with Bond No.9 New York
- Molly Nover-Baker, Beauty Director, *Women's Health* with Shiseido

To participate in Beauty Editors Day, please call **866-395-LOOK (5665)**. Each 20-minute appointment costs \$30.00, and all proceeds will benefit Look Good Feel Better.

### **About Look Good Feel Better**

The **Look Good Feel Better** program is a collaboration of the Personal Care Products Council Foundation, a charitable organization established by the Personal Care Products Council, the leading national trade association representing the global cosmetic and personal care products industry; the American Cancer Society, the nation's largest voluntary health organization dedicated to saving lives from cancer; and the Professional Beauty Association, a national organization of more than 25,000 cosmetologists, wig experts, aestheticians, makeup artists and nail technicians. For more information about Look Good Feel Better free workshops and other services available across the country, visit [www.lookgoodfeelbetter.org](http://www.lookgoodfeelbetter.org).

Donations will go to the Personal Care Products Council Foundation to benefit **Look Good Feel Better**.

**Look Good Feel Better**® is a registered trademark of the Personal Care Products Council Foundation.

The Personal Care Products Council Foundation, the American Cancer Society, Inc. and the Professional Beauty Association do not endorse any specific products and/or services.

### **About Saks Fifth Avenue**

Saks Fifth Avenue, one of the world's preeminent specialty retailers, is renowned for its superlative American and international designer collections, its expertly edited assortment of handbags, shoes, jewelry, cosmetics and gifts, and the first-rate fashion expertise and exemplary client service of its Associates. Today, Saks operates 45 full-line stores in 20 states, 2 licensed stores in the Middle East and 2 licensed stores in Mexico City, 63 Saks Fifth Avenue OFF 5TH stores and [saks.com](http://saks.com), the company's online store. Saks Fifth Avenue is proud to be named a J.D. Power and Associates 2012 Customer Service Champion and is only one of 50 U.S. companies so named.

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