



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

DreamBall



BEAUTY, FASHION AND PUBLISHING INDUSTRIES UNITE TO SUPPORT WOMEN WITH CANCER AT ANNUAL DREAMBALL

***Bluemercury, Inc.'s Barry and Marla Beck and Parlux Ltd.'s Donald J. Loftus
To Be Honored***

***Jamie Colby of FOX Business Network Will Host Gala Benefitting the
Look Good Feel Better[®] Program***

September 13, 2017, New York, New York – The Look Good Feel Better Foundation and the American Cancer Society today announce the details for the 33rd annual DreamBall, to be held on Wednesday, September 27 at Cipriani, 42nd Street, in New York City. The annual DreamBall gala benefits the **Look Good Feel Better[®]** program. For nearly three decades, Look Good Feel Better has been the only free, nationwide program dedicated to helping cancer patients address the appearance side effects of treatment to improve their self-esteem and confidence. Look Good Feel Better is offered through a collaboration of the Look Good Feel Better Foundation, the American Cancer Society and the Professional Beauty Association.

This year the event will honor powerhouse duo [Barry and Marla Beck](#), Founders of Bluemercury Inc., and industry icon [Donald J. Loftus](#), President, Parlux Ltd. [Jamie Colby](#), host of Strange Inheritance[®] on the FOX Business Network, will serve as the Mistress of Ceremonies.

Also being honored at the event is “DreamGirl” and Look Good Feel Better participant [Krysta Rodriguez](#), breast cancer survivor, actress, Broadway performer (*Spring Awakening, In the Heights, The Addams Family*), and current star on NBC’s *Trial & Error*, who will share her story on stage and perform at the event.

“We are continuously inspired by the generosity of the beauty, fashion and publishing industries who gather year after year at the DreamBall in support of Look Good Feel Better and the hundreds of thousands of women diagnosed with cancer year,” said Louanne Roark, Executive Director of the Look Good Feel Better Foundation. “These powerful, generous industries help make the Look Good Feel Better program possible. We are also proud to honor innovators Marla and Barry Beck and industry icon Don Loftus for their continued support, and our extraordinary DreamGirl for her courage to speak very publicly about her cancer and Look Good Feel Better experience.”

“When a woman leaves a Look Good Feel Better workshop, she is transformed,” said Kris Kim, Executive Vice President, American Cancer Society, Northeast Region. “Not only does she look more like herself, but she leaves feeling confident and ready to focus on her recovery. It’s not about the lipstick; it’s about the smile the lipstick brings. The American Cancer Society is grateful for the support and leadership of our 2017 honorees and, of course, our truly inspiring DreamGirl for helping us raise the funds necessary to continue this special program.”

The DreamBall will be immediately followed by the signature *DreamBall After Dark*, a special after-hours event hosted by the DreamBall After Dark Committee aimed at engaging the next generation of philanthropic leaders within and beyond the beauty industry in support of the Look Good Feel Better program. Guests will enjoy cocktails, hors d'oeuvres and music by **Isaac Likes Jenny**.

For more information about the DreamBall, DreamBall After Dark, our honorees or DreamGirl, please visit thedreamball.org. DreamBall cocktail and dinner tickets must be purchased in advance. Tickets for DreamBall After Dark can be purchased at the door, or in advance at thedreamball.org, or by calling 212-237-3896.

About Look Good Feel Better

Since 1989, Look Good Feel Better has empowered nearly 1 million women in the United States to reclaim the sense of control, confidence and self-esteem that are so central to wellbeing. The program includes lessons on skin and nail care, cosmetics, wigs and turbans, accessories and styling, as well as helping people with cancer find some normalcy in a life that is by no means normal. Look Good Feel Better is a collaboration of the Look Good Feel Better 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, to develop, fund and direct the Look Good Feel Better program; the American Cancer Society, the nation's largest voluntary health organization dedicated to saving lives from cancer and finding cures as the nation's largest private, not-for-profit investor in cancer research; and the Professional Beauty Association, the largest organization of salon professionals with members representing salons/spas, distributors, manufacturers and beauty professionals. For more information, visit lookgoodfeelbetter.org. Look Good Feel Better is a registered trademark of the Look Good Feel Better Foundation.

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