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FACING CANCER WITH CONFIDENCE: LOOK GOOD FEEL BETTER GLOBAL SURVEY SHOWS SIGNIFICANT, POSITIVE IMPACT ON SELF-IMAGE FOR WOMEN IN CANCER TREATMENT

Global Findings Released as World Cancer Day Brings Focus to Reduce the Impact of Cancer Around the World

February 4, 2019 (Washington, DC): Look Good Feel Better, the global cancer support program, today announced the results of its 2018 global participant survey which reveals the extent of the groundbreaking program's impact on self-image for women around the world. Across 11 countries on five continents reporting survey results, Look Good Feel Better reported that women who participate in the program emerge 93% more confident about their appearance.

Established in 1989, Look Good Feel Better is a free, non-medical, brand-neutral public service program that teaches beauty techniques to help people with cancer manage the appearance-related side effects of cancer treatment with greater confidence, hope, courage and control. Now in its 30th year, the Look Good Feel Better program has served 2 million people globally.

The Look Good Feel Better Global Patient Survey includes responses from more than 10,000 women in North and South America, Europe, Africa and Australasia gathered during 2018. Among the questions asked, participants ranked their feelings of confidence, pre- and post-workshop and the value of the program to their self-image.

- Fewer than half (48%) of survey participants reported feeling very or somewhat confident in their appearance before attending a Look Good Feel Better workshop. That number increased by 93 percent following workshop participation.
- 95 percent of respondents appreciated what they learned, and 96 percent found value in the Look Good Feel Better program to improve their self-image.
- 94 percent of respondents around the world indicated that they felt supported by the other program participants.

(more)

“The mission of World Cancer Day 2019 is to ‘encourage everyone to do their part to reduce the impact of cancer,’” said Louanne Roark, executive director of the Look Good Feel Better Foundation. “We know that the appearance related side-effects of cancer treatment can have a devastating impact on a woman’s psyche and self-image, and often affect her relationships with family, friends and colleagues. Look Good Feel Better is the way that the entire global beauty industry and caring volunteers and care-givers can and will stand beside these courageous women as they battle this disease.”

For more information, please visit lookgoodfeelbetter.org/worldcancerday.

ABOUT LOOK GOOD FEEL BETTER®

For three decades, Look Good Feel Better® has been dedicated to helping people with cancer cope with the appearance side effects of their treatment. Since 1989, the program has empowered 2 million women in [27 countries around the world](#) to reclaim the sense of control, confidence and self-esteem that are so central to wellbeing.

Look Good Feel Better is offered through a collaborative effort of the Look Good Feel Better Foundation, the charitable arm of the Personal Care Products Council, the trade group representing the cosmetics and beauty industry; 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.

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