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Personal Care Products Council Foundation & Style for Hire® Announce Joint Initiative to Deliver First-Ever Style Component to *Look Good...Feel Better*® Patient Workshop Curriculum

Stacy London, Co-founder of Style for Hire, With Star-powered Team Present Style Session in a National “Virtual” Workshop

Date, New York, New York – The Personal Care Products Council Foundation and Style for Hire, a national network of personal stylists co-founded by Stacy London, celebrity stylist and host of TLC’s *What Not To Wear*, today announced that they will work together to incorporate a personal styling component into *Look Good...Feel Better* patient workshops. *Look Good...Feel Better*® is the only free, global program dedicated to boosting cancer patients’ self-esteem and confidence through lessons on appearance-related side effects of cancer treatment. Ms. London, and celebrity makeup artist Carmindy (also from TLC’s *What Not To Wear*), along with hair stylist Linda Whitehurst, will join *Look Good...Feel Better* to introduce the new style component in a live, streaming “virtual” workshop on Tuesday, November 1, at 2:00 pm EDT (www.lookgoodfeelbetter.org). This is the first new component added to the *Look Good...Feel Better* patient workshop curriculum since the program was launched in 1989.

Look Good...Feel Better is a nationwide program that offers free workshops and educational resources that address skin changes and concerns, and offers lessons on wigs, turbans, cosmetics, nail care, and accessories. Workshops are facilitated by 14,000 volunteer beauty professionals in more than 3,000 locations nationwide. During the past 22 years, the program has served more than 750,000 people with cancer in the U.S. and more than one million people with cancer around the world. The program is made possible through a national collaboration of the Personal Care Products Council Foundation, the American Cancer Society, and the Professional Beauty Association | National Cosmetology Association.

Styling is a consideration for women in cancer treatment and recovery as they often experience changes in body weight or shape, changes in skin tone and hair loss; all affecting how they feel. Together, **Style for Hire** and the Personal Care Products Council Foundation developed an entirely new component for the *Look Good...Feel Better* program that addresses styling fundamentals, including universally flattering colors, patterns and silhouettes based on skin tone and body shape. The styling component complements the current *Look Good...Feel Better* program segments of skin care, cosmetics, nail and hair care and hair alternatives choices such as turbans, scarves and wigs.

“Many women in cancer treatment experience dramatic treatment-related changes in appearance that often leave them unsure about how to manage those changes. This is important because women may associate their appearance with their well-being and self-confidence, so as they continue with family and community commitments and careers during treatment, they may need guidance about how to cope with their appearance challenges. Our

traditional **Look Good...Feel Better** curriculum addresses many aspects of these changes, and now will offer additional help in creating a complete look that is comfortable for the individual woman,” said Louanne Roark, executive director of the Personal Care Products Council Foundation and **Look Good...Feel Better**. “From weight loss or weight gain due to medication and treatments, skin tone changes or the desire to draw attention away from the torso because of an infusion port or following a mastectomy, with Stacy’s and Style for Hire’s expertise, we are now able to address appearance concerns from head to toe. This is a wonderful expansion of **Look Good...Feel Better** and will help us to better serve the thousands of women we touch each year.”

“Personal style is first and foremost about confidence. I want women to feel that strength as they fight to become cancer survivors,” said Stacy London, Co-founder and Stylist-in-Chief of Style for Hire. “The impact that the **Look Good...Feel Better** program has on women is positive, empowering and enlightening, and we are honored to bring the **Style for Hire** mission, philosophy and national resources to this great cause.”

The **Look Good...Feel Better** virtual workshop, introducing the new styling curriculum, will stream live at www.lookgoodfeelbetter.org on November 1, at 2:00 pm EDT. Following the live stream, the workshop will be archived and available at www.lookgoodfeelbetter.org for cancer patients and **Look Good...Feel Better** workshop participants who are interested in appearance and styling tips. Footage from the workshop will also be used to develop a styling curriculum video which will be integrated into all **Look Good...Feel Better** workshops and made available on the Web site for at-home, self-instruction.

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About Look Good...Feel Better

Look Good...Feel Better 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 | National Cosmetology 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, call 1-800-395-LOOK (5665), or contact your local American Cancer Society.

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

About Style for Hire

Style for Hire is a national network of handpicked, trained and certified personal stylists, who provide in home wardrobe advice and shopping assistance to clients. The company was co-founded by fashion executive Cindy McLaughlin and celebrity stylist Stacy London, from TLC's *What Not to Wear*, who also serves as the company's spokesperson and Stylist-in-Chief. Style for Hire stylists help clients learn to dress for their unique body types, budgets, tastes, and lifestyles, and optimize the investment they make in their wardrobes. The company was born out the belief that everyone, not just the rich and famous, should be able to get personal help with style.

Style for Hire selects its stylists through a Stylist [Workshop](#) program, developed and led by Stacy London and subject matter experts. The workshops identify stylists who meet Stacy's high standards of quality, honesty and compassion and who can, in turn, work with clients to help develop their own sense of style.

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