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LOOK GOOD FEEL BETTER® PROGRAM HONORS VOLUNTEER LEADERS WITH NATIONAL AWARD

Dedication, Service Recognized with Prestigious Awards

WASHINGTON DC – April 24, 2017 – Rachel Hezlep of Rutledge, Pennsylvania; Barbara Justman of West Bend, Wisconsin; and Imsoon Kim Nurss of Fresno, California, have been recognized with the 2016 Look Good Feel Better *National Sunrise Award* for their service and commitment to the Look Good Feel Better program. Look Good Feel Better – a free public program dedicated to improving the lives of women undergoing cancer treatment by offering guidance and advice to help them cope with the appearance side effects of treatment – presents the awards each year to volunteers who have made extraordinary contributions to the program and the lives of the women it serves. The award-winning volunteers were nominated by their peers and chosen from a field of candidates from across the country.

The Look Good Feel Better program is made possible in the U.S. through a collaboration of the Look Good Feel Better Foundation, the American Cancer Society and the Professional Beauty Association. These three organizations have worked together for 28 years to improve the morale, confidence and quality of life for women during cancer treatment, offering a sense of normalcy and control during an often difficult and challenging time. Look Good Feel Better serves approximately 50,000 women each year in 15,000 workshops offered in more than 2,000 host facilities, as well as 150,000 patients and survivors through online and virtual services and support.

“The compassion, kindness and commitment of our volunteers are the heart and soul of this program,” said Louanne Roark, Executive Director of the Look Good Feel Better Foundation. “They bring hope, courage and confidence to people facing the challenge of a lifetime, and dedicate so much of their personal time to making someone else’s day brighter and more hopeful, and for that, we are grateful.”



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Rachel Hezlep of Rutledge, Pennsylvania

Rachel Hezlep has been a volunteer with Look Good Feel Better for nine years, during which she led more than 65 group patient workshops, and helped at least 250 women and teens. An Area Trainer for the greater Philadelphia area, Rachel teaches new Look Good Feel Better volunteers how to conduct workshops. She is also trained to lead the Look Good Feel Better for Teens programs, hosted at the Children's Hospital of Philadelphia. Rachel is a wife and mother, works full time, and volunteers at four Look Good Feel Better host sites, yet has never missed a workshop or an opportunity to promote the program.

"I may be helping to lead a workshop as a volunteer," said Rachel, "but I leave the workshop feeling so inspired because of the ladies I meet. It is truly a gift to be able to share our knowledge as beauty professionals to ladies who are going through a most difficult time."

"Rachel welcomes participants and makes them feel instantly at ease despite the difficult health circumstances they may be dealing with," said Jennifer Egg, Oncology Social Worker at Abramson Cancer Center at Pennsylvania Hospital. "She connects with women on a genuine level, with a perfect balance of professionalism and a friendly, outgoing nature. You can tell these classes mean much more to her than simply reciting information, and her compassion for the participants is clear."

Barbara Justman of West Bend, Wisconsin

Barbara Justman has been a committed Look Good Feel Better program volunteer for 28 years, a testament to her long-term dedication and selfless commitment to helping people battling cancer. An active member of the Professional Beauty Association, she currently facilitates Look Good Feel Better group patient workshops at two locations quarterly, along with offering one-on-one consultations. In 2000 Barbara was appointed to serve as volunteer Area Trainer, supporting certification trainings for new volunteers. A two-time cancer survivor herself, she volunteers so that she can help other women going through treatment.

"After experiencing cancer the first time, I saw how important Look Good Feel Better can be for participants' confidence," said Barbara. "I've since had a second bout with cancer, but being around



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these women who are going through a similar journey lets me know that there is hope!”

“Barb has always exhibited dedication and passion for the Look Good Feel Better program,” said Debra Nevels, Health Systems Manager for Hospitals at the American Cancer Society. “She is highly respected and loved by her patients, and provides them with endless compassion and respect, which makes her such a great credit to the program.”

Imsoon “Kim” Nurss of Fresno, California

Kim Nurss has been a vital part of Look Good Feel Better for over 26 years. She began volunteering for the program in 1990, after losing her sister to liver cancer and discovering that her best friend was diagnosed with breast cancer. Kim volunteers for workshops at California Oncology, the St. Agnes Cancer Center, and drives over an hour to volunteer in Visalia. Before retiring in 2013, Kim owned a wig shop in Fresno for 44 years, through which she recommended, as well as helped register, hundreds of participants for the Look Good Feel Better program.

“Every session is a memorable experience for me,” recalls Kim. “Women enter the class sad, tearful, depressed and scared. After two wonderful hours together, they are laughing and smiling with confidence. Look Good Feel Better has helped me to become a better person. I have learned love, patience and the strength of the human spirit.”

“Kim exhibits exceptional dedication and outstanding volunteer leadership to the Look Good Feel Better program,” said Donna Gavello, Program Manager of Mission Delivery for the American Cancer Society. “She’s always willing to go above and beyond to make sure the program is beneficial and meaningful to the patients. We can always guarantee the patients who attend her workshops receive a warm and positive experience.”

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Look Good Feel Better is a free public service program that helps individuals with cancer improve their self-esteem and confidence by helping them to deal with the appearance side effects of cancer treatment. The program offers free workshops, and online and virtual support that include lessons on



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skin and nail care, cosmetics, wigs and turbans, accessories and styling... helping people with cancer to find some normalcy in a life that is by no means normal. 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; the American Cancer Society, the nation's largest voluntary health organization dedicated to saving lives from cancer; 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 the website at www.lookgoodfeelbetter.org or call 1- 800-395-LOOK. Look Good Feel Better is a registered trademark of the Look Good Feel Better Foundation.