



***look good feel better*[®] Harris Survey**
Topline Key Messages and Findings

It's no secret, looking good is important to women, regardless of whether or not they have or have had cancer.

- Nearly every woman surveyed (95% of women who haven't had cancer, and 97% of women with cancer) said that looking good makes them feel good.
- About three out of four women with cancer (69%) said that prior to treatment their overall physical appearance was very important or important to their self-esteem.
- The aspects of physical appearance that mattered most to women and had the most impact on their self-esteem before they began cancer treatment are hair (80%), skin/complexion (75%) and weight (79%).

While the importance of appearance to self-esteem does not diminish after cancer treatment, cancer treatment exacts a damaging toll on the confidence and control that women have over their appearance.

- The majority of women with cancer said that during cancer treatment, their overall physical appearance was very important or important to their self esteem (54% of non- ***look good feel better*** participants, and 71% of ***look good feel better*** participants).
- 77% of women with cancer felt confident in how they looked BEFORE cancer treatment, only 55% AFTER cancer treatment.
- Eighty-nine percent (89%) of women with cancer felt they had control over the way they looked BEFORE cancer treatment, only 72% after treatment.

- After treatment, nearly half of women with cancer, (48%) felt uncomfortable when people looked at them, compared to only a third (33%) who felt the same before treatment.
- A full third (37%) of women with cancer surveyed avoided leaving the house because of the way they looked after going through treatment compared to only 14% before.

Cancer treatment most commonly impacts the aspect of appearance that matter most to women.

- Two out of five cancer patients (42%) experienced hair loss during treatment 57% lost all their hair; (14%) shaved their heads. 25% wore a wig during treatment/after losing their hair.
- Three out of five women with cancer (67%) experienced changes in weight as a result of cancer treatments.
- Fifty-one percent (51%) of women with cancer noted changes in their skin and complexion as a result of their cancer treatment.

The appearance-related side effects of cancer impact the way women are treated by friends, family and co-workers.

- One-third of women with cancer (33%) said that their altered appearance had a negative impact on their relationship with their spouse; 25% said that it had a negative impact on their relationship with their children, 24% said it had a negative impact on their relationships with friends.
- 54% of women with cancer said people made assumptions about them based on the way they looked during treatment before they took steps to address the side effects of cancer treatment.
- 63% said people didn't know how to react/respond when they saw me
- 63% said people treated me with sympathy/pity
- Only 27% of women with cancer said that coworkers DID NOT treat them differently.

- While 67% of women who have never had cancer feel concerned, sympathetic and/or supportive of those showing outward signs of treatment, 27% said they felt scared, uncomfortable (18%) or self-conscious (14%) when interacting with someone showing outward signs of cancer treatment.

Addressing the appearance-related side effects of cancer treatment has a significant and positive impact on self esteem and on relationships and interactions of women who've undergone cancer treatment.

- 57% of those who actively addressed appearance-related side effects said that dealing with those side effects had a positive impact on the way people treated them; 55% said it had a positive impact on 'social experiences'.
- Only 37% of women with cancer had confidence in how they looked before addressing their outward side-effects; 65% had confidence in how they looked AFTER addressing their outward side effects.
- Twenty one percent (21%) of women with cancer felt they had control of how they looked before addressing appearance-related side effects; 60% felt in control after addressing side effects.

Women who have experienced the *look good feel better* program are more content and confident about their physical appearance when compared to other women with cancer, as well as other women in general.

- *look good feel better* participants (76%) and women who have never been diagnosed with cancer (72%) are more likely than women with cancer who have not participated in *look good feel better* (59%) to be confident in the way they look
- Women with cancer who have not participated in *look good feel better* (28%) are more likely to say they avoid leaving the house because of the way they look, compared to only 17% of *look good feel better* participants and 16% of women who have not been diagnosed with cancer.

***look good feel better* participants felt more confident and in control than those who dealt with their side effects without using the program.**

- After addressing their appearance-related side effects, 70% of ***look good feel better*** participants reported feeling in control of how they looked, compared to 58% of women who addressed their side effects without ***look good feel better***.
- Two out of every three (67%) look good feel better participants felt comfortable and content in with their appearance after addressing their side effects, compared to just half (51%) of women with cancer who have never been through the program but addressed their appearance on their own.

Survey Methodology

This survey was conducted online within the United States by Harris Interactive on behalf of the Personal Care Products Council Foundation during March, 2012 among 1226 women ages 25+. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, please contact Jennifer Burke*.

CONTACT FOR *look good feel better*:

*Jennifer Burke, 203-405-1479 (office), 203-586-9769 (cell), burkepr@gmail.com