

The Untold Cost of Cancer

Cancer Treatment Side Effects Take a Toll on Self Esteem, Personal Relationships

For women beginning cancer treatment

Looking good makes me feel good.



Most important aspects of physical appearance



Skin & Complexion
75%

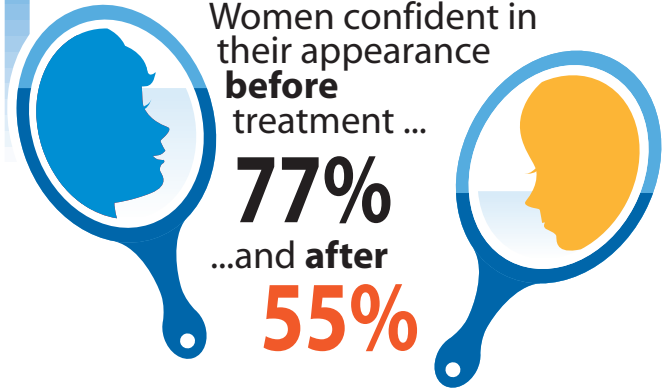
Weight
79%



Cancer treatments exact a toll on the confidence ...

Women confident in their appearance before treatment ...

77%
...and after
55%



Those who felt uncomfortable when people looked at them after treatment:

48%



Those who avoided leaving the house because of the way they looked after treatment:

37%



... especially to the aspect of appearance that matters most

Those who experienced hair loss:

2 of 5



Those who experienced a change of weight:

3 of 5

Those who noted changes in skin and complexion:

1 in 2

The changes in appearance caused by cancer impacts the way women are treated by others

Women with cancer whose personal relationships were negatively impacted:



Spouse
33%



Children

25%



Friends
24%

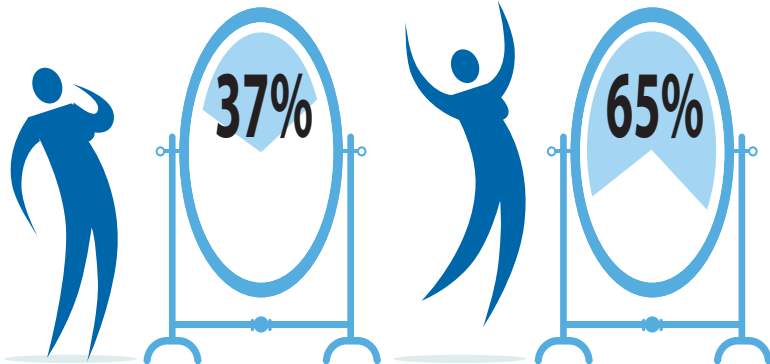


Self esteem improved for women who addressed the appearance-related side effects of cancer

Felt self confident in their appearance ...

... before addressing outward side effects

... after addressing outward side effects



57%

... felt addressing their appearance had a positive impact on how they were treated by others



look good
feel better

LOOKGOODFEELBETTER.ORG

look good feel better is a program helping women fighting cancer to feel more content and confident in their physical appearance.

Women who've had cancer and been through the *look good feel better* program are even MORE confident in the way they look than women who've never had cancer ...

Those confident in the way they look:

look good feel better participants 76%

Women who have never had cancer 72%



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