



20 Things You May Not Know About Look Good...Feel Better®

1. In 1987 the Personal Care Products Council Foundation (formerly the Cosmetic, Toiletry, and Fragrance Association Foundation) formed a partnership with the American Cancer Society and the National Cosmetology Association.
2. In 1988 **Look Good...Feel Better** introduced its pilot program in New York at Memorial Sloan Kettering Cancer Center, and in Washington DC at Georgetown University's Lombardi Cancer Center.
3. In 1992 **Look Good...Feel Better** was available in all 50 states.
4. Annually there are approximately 8,700 group programs offered nationwide in more than 2,500 locations, including comprehensive cancer centers, local hospitals, ACS offices and other community settings.
5. **Look Good...Feel Better** has served 650,000 women since the program's inception in 1989.
6. **Look Good...Feel Better** is available in 19 countries on six continents, and has served nearly one million women with cancer globally.
7. In 1993 renowned fashion designer Oscar De La Renta unveiled an original scarf design to benefit **Look Good...Feel Better**.
8. In 1998 **Look Good...Feel Better** launched its Web site. The site now averages 850,000 visitors a year.
9. In 2002 a **Look Good...Feel Better** Harris Interactive® survey reported that 86% of women cancer patients say that looking good helps them feel better and gives them more confidence to cope with their disease.
10. "The **Look Good Feel Better** program is going to help patients work their way through the difficulties they're having with appearance in ways that doctors and nurses and other medical professionals are never going to approach," says Dr. Mary Jane Massie, M.D. Attending Psychiatrist at Memorial Sloan Kettering Cancer Center.
11. Ninety eight percent (98%) of **Look Good...Feel Better** participants who responded to the on-line evaluation rated the program as very useful or useful. Ninety seven percent (97%) said they would recommend the program to other cancer patients. Ninety five percent (95%) of **Look Good...Feel Better** participants stated that **Look Good...Feel Better** was of value in improving their self-esteem.
12. There are 14,000 volunteers who donate their time to **Look Good...Feel Better**.
13. Volunteers dedicate an estimated 224,000 hours to **Look Good...Feel Better** each year.



14. Thirty eight volunteers have been honored with the National Sunrise Award since the Volunteer Recognition Program was implemented in 1994.
15. **Look Good...Feel Better** has been featured on "*Behind the Bash*", "*CNN Headline News*", "*Entertainment Tonight*", "*Extreme Makeover Home Edition*", "*The Today Show*", and "*The View*".
16. In 2007, **Look Good...Feel Better** unveiled the *Proud Supporter of Look Good...Feel Better* logo, available for use by supporters.
17. **Look Good...Feel Better** is supported by 262 companies who contribute through financial, product, and in-kind donations.
18. *Women & Cancer Magazine* features in each quarterly issue a **Look Good...Feel Better** tips column authored by **Look Good...Feel Better** volunteers.
19. In 2008 **Look Good...Feel Better** developed its new promotional video "An Invitation to Look Good...Feel Better".
20. **Look Good...Feel Better for Men**® conducted its first group workshop pilot program in January 2009 at the Memorial Sloan Kettering Cancer Center in New York.