

## *Look Good...Feel Better Celebrates Fourth Annual Look Good...Feel Better Week*

**Look Good...Feel Better (LGFB)** celebrated the fourth annual **Look Good...Feel Better Week**, April 26-30, 2010, with the introduction of new initiatives for health care providers and program supporters, as well as the announcement of new corporate partnerships to expand awareness and raise funds. **Look Good...Feel Better** is a public service program created to help women cope with the appearance-related changes of cancer treatment. Offered through a collaboration of the Personal Care Products Council Foundation, the American Cancer Society and the Professional Beauty Association | National Cosmetology Association, the program serves 50,000 women annually across the country.

To educate and support the needs of health care providers, a Web conference, titled "*Look Good...Feel Better: Helping Cancer Patients Find the '5-Cs' - Confidence, Control, Courage, Community and Caring through a Free Support Program*," was hosted for National Cancer Institute (NCI) designated cancer centers on April 28. The Web conference offered information about the **LGFB** program, the benefits for cancer centers and their patients, and helped create awareness and understanding among NCI cancer centers about how to initiate **LGFB** workshops or strengthen existing programs.

Conference presenters included two renowned oncology experts, James Speyer, MD, medical director of the New York University Cancer Center; and Mary Jane Massie, MD, a well-respected psychiatrist at Memorial Sloan-Kettering Cancer Center specializing in the psychological treatment of people with breast cancer and their families; and moderator Geralyn Lucas, a breast cancer survivor and author of *Why I Wore Lipstick to My Mastectomy*. The book and Emmy-nominated Lifetime TV movie dealt with her experience with breast cancer at age 28. More

than 100 participants from cancer centers across the country dialed into the conference.

"It is important for cancer centers to understand the tremendous value and benefits of **LGFB** for cancer patients being treated at their facilities. Patients have a host of emotional and appearance-related challenges during treatment, and **LGFB** is a powerful resource for cancer centers acting as host sites for this program," Dr. Speyer said. Dr. Massie added, "It is truly inspiring to see the difference a single two-hour **LGFB** workshop can make in the confidence level of the women who participate. They open up, they smile, they have fun, and in the process, they find hope and courage in a community of women on the same journey."

An **LGFB** Facebook initiative ran throughout **LGFB Week** and asked program participants, supporters and volunteers to engage in online dialogue about their experiences. A new question was posted to Facebook each day, eliciting numerous comments and uplifting stories from **LGFB** friends and fans.

The Facebook responses ranged from "the caring connections, and the lights in the ladies' eyes" to "taking the time to make myself feel better." Volunteers described what they experience in the workshops, saying "the women are so inspiring" and "it makes my heart shout for joy to see how the participants look and feel at the end of the session." To read all the responses, visit the **LGFB** Facebook page at [www.facebook.com/lookgoodfeelbetter](http://www.facebook.com/lookgoodfeelbetter).



Look Good...Feel Better.®



facebook<sup>®</sup>

A number of **Look Good...Feel Better** 2010 corporate partnerships that will support important projects and raise awareness and funds for the program were also announced during **Look Good...Feel Better Week**:

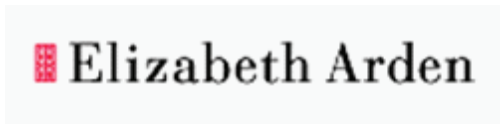
- Pacific Bioscience Laboratories, creators of Clarisonic, will donate a portion of the proceeds from the sale of their Pink Ribbon Classic, PRO or Plus Clarisonic brush to **Look Good...Feel Better** during an on going partnership. They will also have their aestheticians and makeup artists trained as program volunteers.



- The third annual Dior Diva Auction hosted by Dior Beauty, will take place this fall and include many extraordinary prizes. Last year's winners enjoyed prizes including a trip to Paris, a month long internship at Dior Beauty, and a night out at the 52nd Annual Grammy Awards.



- In honor of Elizabeth Arden's 100th anniversary, the company introduced a Limited Edition Anniversary Lipstick in the shade of "Red Door Red" to celebrate the history and heritage of their beauty brand. All of the proceeds from the sale of this lipstick will benefit the global **Look Good...Feel Better** program



- Continuing their support from last October, the Carol Cole Company, manufacturer of NuFace, will donate a portion of the proceeds from the sale of each pink NuFace device to **Look Good...Feel Better**.



- During the months of June and July, Sexy Hair will have special edition cans of Spray & Play hairspray available in salons. This fall, Sexy Hair will create limited edition pink cans of four products, including Spray & Play, Spray & Play Harder, Root Pump, and Root Pump Plus. A portion of the proceeds will go to benefit **Look Good...Feel Better**.



- Along with these cause-marketing partnerships, Johnson & Johnson is donating creative direction and design for the update of **Look Good...Feel Better** consumer print materials.



- Procter & Gamble Beauty & Grooming is exclusive sponsor of a new **Look Good...Feel Better** Web site in development.



Revlon will underwrite a new design for the **Look Good...Feel Better** newsletter, and a new design and production costs for table top displays.



For more information about **Look Good...Feel Better** activities and partnerships, please visit the Web site at [www.lookgoodfeelbetter.org](http://www.lookgoodfeelbetter.org). For more information about the **Look Good...Feel Better** program, for programs in your area, or to volunteer, visit the Web site, call 800-395-LOOK (5665), or contact your local American Cancer Society. ■

## National Sunrise Award Winners Embody Caring and Compassion of *Look Good...Feel Better* Volunteers

Three outstanding volunteers, Betty Nokes, of Mars Hill, North Carolina; Meg Turner, of Charlotte, North Carolina; and Violet Deilke, of Moorhead, Minnesota, were recognized for their service and commitment to **Look Good...Feel Better** when they received the 2009 National Sunrise Award at the Professional Beauty Association | National Cosmetology Association Legends & Icons Ball on January 30, 2010, held at ISSE Long Beach, California. These three women were chosen from a pool of 44 State Sunrise Award winners by a committee of six independent judges representing the Personal Care Products Council Foundation, the American Cancer Society, and the Professional Beauty Association | National Cosmetology Association.

As a beauty professional, Betty Nokes has been involved with the program for more than 14 years, and for the past seven years has served as a **Look Good...Feel Better** area trainer. She travels many hours to rural counties to facilitate workshops and to train and mentor other volunteers. Betty has also facilitated workshops at Camp Bluebird, a residential camp for cancer patients.

Oncology social worker Meg Turner started her volunteer career with **Look Good...Feel**

**Better** 19 years ago as a program coordinator. Meg has worked in partnership with the American Cancer Society to help expand the program to the Carolinas Medical Center in Charlotte, North Carolina. She also organizes information classes for oncology nurses and social workers so they can better understand the program and its benefits.

Using her background as a beauty professional and salon owner, Violet Deilke has been a **Look Good...Feel Better** volunteer and coordinator for 19 years. In this role, she most recently helped to launch a group workshop program at the Roger Maris Cancer Center in Fargo, North Dakota. Violet has passed her passion for the program on to those around her and has encouraged those she works with to give their time and become involved in **Look Good...Feel Better**.

The three National Sunrise Award winners join 42 others who have won the award since 1994. The National Sunrise Awards are a part of the **Look Good...Feel Better** volunteer recognition program, which includes Years of Service awards and Certificates of Achievement for training milestones. ■



2009 National Sunrise Award Winners- (l-r) Meg Turner, Betty Nokes and Violet Deilke

## Look Good...Feel Better Participants Give Program High Marks

The **Look Good...Feel Better** online participant evaluation measures the program quality, consistency and effectiveness from the perspective of the women served. Responses are analyzed quarterly, and below are the results from the last half of 2009 (July-December).

### Program Satisfaction

- 96% were satisfied with the program
- 96% rated the program as very useful or useful in improving their self-image

*"It was amazing to have the opportunity to feel comfortable discussing and dealing with the effects of chemotherapy rather than trying to hide them."*

*Becky, NE, 2009*

### Cancer Diagnosis

- 65% were being treated for breast cancer
- 8% were being treated for lung cancer
- 6% were being treated for ovarian cancer
- 5% were being treated for lymphoma
- 3% were being treated for colon or rectal cancer
- 2% were being treated for uterine or endometrial cancer

*"The two hours I spent this afternoon were helpful, informative and fun. What a great gift you have given to all of us. Thank you."*

*Mary, OR, 2009*

### Ethnic Breakdown

- 86% Caucasian
- 4% African American
- 3% Hispanic and Latina
- 1% American Indian, Alaskan Native, Asian, Chicana or Mexican American, Native Hawaiian or other Pacific Islanders

*"This class should be called, Look Good...Feel Wonderful just like the DVD that I had seen during the **Look Good...Feel Better** workshop. I really enjoyed the class. It did more for me than I can ever explain."*

*Karen, HI, 2009*

### Participant Demographics

- 50% of participants were referred by either a medical professional or through a hospital promotion
- 16% were referred by their local American Cancer Society office
- 8% of respondents were referred by a friend
- 4% were referred by a hairdresser or stylist
- 2% were referred by another cancer patient

*"I was very impressed with the professionalism of the volunteers. The class made me feel better about my ability to deal with the changes my body will endure during chemo treatments."*

*Teresa, CO, 2009*

### Demographics:

- 18 – 29 years old: less than 1%
- 30 – 39 years old: nearly 5%
- 40 – 49 years old: nearly 18%
- 50 – 59 years old: 35%
- 60 – 69 years old: nearly 28%
- 70 – 79 years old: 11%
- 80 – 89 years old: 1%

The participant responses offer confirmation that **Look Good...Feel Better** is offering effective, well-received workshops across the nation. Please continue to refer all **Look Good...Feel Better** workshop participants to the online evaluation, as it provides valuable information that allows us to maintain the highest level of program quality and consistency. Thank you for making this program the success that it is! ■

## Giving Thanks for Generous Giving

**Look Good...Feel Better** assembled 15,232 makeup kits in February 2010 for the first quarterly makeup kit assembly of the year. Many thanks to the 30 companies whose product donations in the first quarter are making a difference in the lives of thousands of women.

Alberto-Culver Company  
 Avon Products, Inc.  
 BeautiControl Cosmetics, Inc.  
 Beiersdorf North America, Inc.  
 Chanel Inc.  
 Clarins Groupe USA  
 Coty U.S. Inc.  
 Del Laboratories, Inc.  
 Elizabeth Arden  
 The Estee Lauder Companies, Inc.  
 Aveda Corporation  
 Beauty Bank  
 Bobbi Brown Professional Cosmetics  
 Clinique Laboratoires, Inc.  
 Estee Lauder, Inc.  
 Eyes by Design  
 M.A.C. Cosmetics  
 Origins Natural Resources, Inc.  
 Prescriptives Inc.

Johnson & Johnson Consumer Companies, Inc.  
 KAO Brands Company  
 L'Oreal USA, Inc.  
 L'Oreal  
 Maybelline Garnier  
 LVMH Parfumes & Cosmetics  
 Parfums Christian Dior  
 Mary Kay Inc.  
 Merle Norman Cosmetics  
 Physicians Formula Inc.  
 Procter & Gamble Cosmetics  
 Revlon, Inc.  
 Almay  
 Shiseido Cosmetics (America) Ltd.  
 Unilever U.S.  
 Yves Rocher - North America

## "Hope is Beautiful" Public Service Ad Campaign Reaches Millions of Consumers

In 2009, **Look Good...Feel Better** celebrated its 20th anniversary, including the introduction of the "Hope is Beautiful" public service ad (PSA) campaign. The campaign captures the **Look Good...Feel Better** messages of hope, courage, confidence, and caring with beautiful, memorable imagery and imagination-grabbing headlines designed by Ogilvy Healthworld, New York. Since it was introduced in January 2009, the campaign has been generously embraced by multiple publishing partners and has enjoyed 27 print placements to date (as of May 2010), and multiple banner ad placements. Thank you to the many magazines, their staff, publishers and management for the enthusiastic and generous support of these public service ads. Together, their pro bono placements have enabled **Look Good...Feel Better** to reach more than 25 million consumers, with a commercial campaign value of \$2.5 million in 2009, and still unfolding in 2010. ■

### 2009



### 2010



If you are interested in running the public service print or banner ads, please contact Foundation Coordinator Alexandra Fishlinger at 202-331-1770, or fishlingera@personalcarecouncil.org. ■



## Revlon Shows It Cares

As longtime supporters of **Look Good... Feel Better**, Revlon is thinking outside the box when it comes to raising awareness and funds for the program. Revlon is a platinum supporter of the DreamBall and a dependable product donor since the early 90's, yet they felt there was even more they could do to help **Look Good...Feel Better**. Chris Elshaw, Revlon's executive vice president and chief operating officer and Council member, and his team have implemented three new and imaginative ways to raise awareness and funds for **Look Good... Feel Better** under the banner of their Revlon Cares philanthropy program. Last fall (2009), Revlon invited Louanne Roark, executive director of the Personal Care Products Council Foundation, to meet with Revlon employees at their facilities in New York (Corporate Office), New Jersey, Arizona and North Carolina about the **Look Good... Feel Better** program explain and ways they could get involved.

Additionally, during the holidays Revlon introduced an employee raffle to benefit **Look Good...Feel Better**, including two round-trip airline tickets for travel anywhere in the U.S. and three special Holiday Product Sales. Revlon employees raised more than \$7,500 through this effort.

Revlon has committed to using the money raised to underwrite the redesign of the **Look Good... Feel Better** newsletter template to give a fresh look to **Look Good...Feel Better** communications to volunteers, partners and supporters, and to fund the redesign of the **Look Good...Feel Better** tabletop exhibits.

Many thanks to Revlon for their commitment and charity on behalf of **Look Good..Feel Better**. ■

## Elizabeth Arden Creates Global Look Good...Feel Better Awareness

As part of their 100<sup>th</sup> anniversary celebration, Elizabeth Arden is helping to raise awareness and funds for **Look Good...Feel Better** by creating a Limited Edition Lipstick in "Red Door Red", with all of the proceeds going to benefit the program. The **Look Good...Feel Better** promotion began in March 2010 and will continue in select markets while supplies last. The majority of the lipsticks will be available in the United States (at retail outlets and online on the Elizabeth Arden Web site), but will also be available in China, Taiwan, Canada, Korea, France, Italy, Denmark, Norway, Sweden, Australia, New Zealand, UK and Singapore.

Elizabeth Arden will donate all the proceeds from the Limited Edition Anniversary Lipstick to the Personal Care Products Council Foundation to benefit the global **Look Good...Feel Better** program. In addition to the Limited Edition Anniversary Lipstick, Elizabeth Arden is also including **Look Good...Feel Better** information in extensive media outreach with Elizabeth Arden spokesperson

To date, Zeta-Jones has participated in national media appearances or interviews on news programs including the *Today Show* and the *Rachael Ray Show*, as well as numerous women's beauty and shelter publications and online media. ■



## New Combined Logo for Host Sites

The **Look Good...Feel Better** program is unique in that it brings three separate and distinct organizations together to offer an inspirational service for cancer patients. A new logo was recently created that recognizes the **Look Good...Feel Better** brand as well as the three collaborating organizations that make the program possible: The American Cancer Society, the Personal Care Products Council Foundation, and the Professional Beauty Association | National Cosmetology Association. The logo was created specifically for use by host sites or local media helping to promote local workshops. Hospitals and cancer centers will find the logo useful for promoting **Look Good...Feel Better** workshops in their facility's newsletter or Web site. The logo is available through your local American Cancer Society staff representative.

In addition to the new logo, an assortment of templates with the **Look Good...Feel Better** logo and the three national collaborator logos have been developed for American Cancer Society staff use to promote the program, and can be found in the **Look Good...Feel Better** Staff Manual on the American Cancer Society online portal for **Look Good...Feel Better**. ■



# Look Good...Feel Better®



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

## Look Good...Feel Better Reaches Health Care Professionals at National Conventions

Fifty percent of **Look Good...Feel Better (LGFB)** participants are referred to the program by health care providers (HCPs), so as the number one referral source for the program, HCP outreach and education is very important to **Look Good...Feel Better's** success. One way that **LGFB** reaches this audience is through medical convention exhibits, giving national program staff the opportunity to meet and offer information about how the program can help their patients. Recently, **LGFB** participated in several important medical conventions, reaching a variety of health professional disciplines and building awareness among this critical audience.

**Look Good...Feel Better** was present at the 14th National Hispanic Medical Association Conference March 25-27, 2010, in Washington, D.C. with the **Lucza Bien...Sientase Mejor®** (Spanish-language **LGFB** program) exhibit. Thanks to the **Lucza Bien...Sientase Mejor** exhibit nearly 500 Hispanic doctors learned about the bilingual and Spanish-only programs offered for Hispanic women with cancer, and their benefits for their patients.

With more than 4,000 nursing professionals in attendance, the Oncology Nursing Society Annual Congress, which was held May 13-15, 2010, in San Diego, California, **LGFB** helped to increase awareness and name recognition for the program among vital members of the oncology health care team. In addition to nurses, **LGFB** had the opportunity to reach doctors at the American Society of Clinical Oncology (ASCO) Annual Meeting June 4-8, 2010, in Chicago, IL. ASCO is the largest gathering of clinical oncology professionals in the world with more than 30,000 attendees.

Finally, **LGFB** had the opportunity to make a presentation to approximately 250 nurses and aestheticians at the 16th annual meeting of the Society of Plastic Surgical Skin Care Specialists on April 22, 2010 in Washington, D.C.

## Follow Us!!

**Look Good...Feel Better** is now on the following social media sites:



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