



Look Good...Feel Better® Fact Sheet

Who We Are: *Look Good...Feel Better* is a free, non-medical, brand-neutral national public service program created to help individuals with cancer look good, improve their self-esteem, and thereby manage their treatment and recovery with greater confidence.

Sponsors: The program was founded and developed in 1989 by the Personal Care Products Council Foundation, a charitable organization established by the Personal Care Products Council, the leading national trade association representing the global cosmetic and personal care products industry.

Look Good...Feel Better is a collaboration between the Personal Care Products Council Foundation, the American Cancer Society (ACS), one of the nation's largest voluntary health organizations, and the National Cosmetology Association (NCA), a national organization of more than 25,000 cosmetologists, wig experts, estheticians, makeup artists and nail technicians.

The Personal Care Products Council Foundation provides \$1.5 million annually in financial support, program oversight, and all makeup and materials for the program; ACS administers the program nationwide; and NCA enlists its members to participate as volunteer beauty professionals. Each year, the cosmetics industry donates more than one million pieces of cosmetics, valued at approximately \$10 million.

The three sponsoring organizations work together to provide:

- Patient education through group or individual sessions or self-help materials;
- Free program materials including videos and pamphlets;
- Free makeup kits for each patient participating in a group workshop

Who We Serve: The group program is open to all women with cancer who are undergoing radiation, chemotherapy or other forms of treatment. In the United States alone, 650,000 women have participated in the program which now offers 8,700 group workshops nationwide in more than 2,500 locations.

Thousands of volunteer beauty professionals support *Look Good...Feel Better*. All are trained and certified by the Personal Care Products Council Foundation, ACS, and NCA at local, statewide and national workshops. Other volunteer health care professionals and individuals also give their time to the program.



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**Where You Can
Find Us:**

Look Good...Feel Better is available in every state, the District of Columbia and Puerto Rico. Group programs are held in comprehensive cancer centers, local hospitals, ACS offices and other community settings. In addition, individual sessions in salon can be arranged, and a self-help video and step-by-step instruction booklet are available for those women unable to attend a group workshop. Help is also available on the web at www.lookgoodfeelbetter.org.

Look Good...Feel Better is offered around the globe in Argentina, Australia, Canada, Denmark, France, Germany, Ireland, Israel, Italy, Netherlands, New Zealand, Norway, Poland, Singapore, South Africa, Sweden, Switzerland and the United Kingdom.

En Español:

Luzca Bien...Siéntase Mejor[®] the **Look Good...Feel Better** bilingual program, was introduced in 1991 and is available throughout the U.S. either as dedicated Spanish language sessions, or as bilingual programs. All program materials are available in Spanish.

**For the Facebook
and MySpacers:**

Look Good...Feel Better for Teens, originally and launched in 1996, is for teenagers ages 13 to 17, and provides information addressing the appearance and sociological side effects related to cancer and its treatment. All program leaders receive specialized training to address issues relevant to teenagers. The program is available at select U.S. locations. To find out if there is a program near you go to www.lookgoodfeelbetter.org/audience/teens/program.htm or call 800-395-LOOK (800-395-5665).

An additional resource, www.2bMe.org, is available for teens with cancer. This web site addresses appearance-related issues, health matters and concerns about peer relationships.

Men's Program:

The **Look Good...Feel Better for Men[®]** brochure was created in 2003. This self-help brochure for men undergoing cancer treatment provides information on appearance-related side effects of treatment as well as other useful tips. The brochure is available on line at www.lookgoodfeelbetterformen.org, by calling 800-395-LOOK (800-395-5665) or through select cancer support centers nationwide.

Award Programs:

The **Look Good...Feel Better** Sunrise Awards, instituted in 1994, honors volunteers at both the state and national levels who have made outstanding contributions to the program.

More Information:

Visit the **Look Good...Feel Better** web site at www.lookgoodfeelbetter.org to find the nearest English or Spanish program. To volunteer, contact your local ACS office or call 800-395-LOOK (800-395-5665).