

It's Time to Look Good Feel Better at JCPenney

Life-Affirming Cancer Support Program Comes to JCPenney Stores Nationwide

PLANO, Texas and WASHINGTON, DC (October 14, 2025) – JCPenney and Look Good Feel Better are teaming up to bring workshops for people in cancer treatment and recovery to JCPenney stores nationwide. This first-of-its-kind retail partnership for Look Good Feel Better will help make this life-affirming support program more accessible to more communities at a time when cancer diagnoses among young women are on the rise¹.

Look Good Feel Better workshops in JCPenney stores will be led by JCPenney Salon Professionals who have been specially trained and certified by Look Good Feel Better to help people in cancer treatment address the appearance related side effects that often accompany treatment. Workshops are offered free of charge to any person in active cancer treatment and recovery, and provide lessons on appropriate skincare during treatment, makeup application, and nail care, as well as wig selection and care, scarf tying and personal styling.

“The simple things that we often take for granted, such as brushing our hair or applying mascara to our lashes, can change completely for people undergoing cancer treatment,” said Jo Osborne, SVP, GMM of Beauty, Center Core and Footwear for JCPenney. “I have seen firsthand how Look Good Feel Better workshops create connection, offer a space to learn and share, and deliver a dose of magic to help people in cancer treatment feel just a little bit more like themselves and understand that they are not alone. We are excited to bring this important program to our neighbors, family, and friends in the communities we proudly serve.”

Look Good Feel Better workshops at JCPenney Stores and Salons will begin rolling out later this year to select stores in these markets:

New York, NY
Seattle-Tacoma, WA
St. Louis, MO
Baltimore, MD
Rochester, MN
Nashville, TN

Houston, TX
Dallas, TX
Denver, CO
Dayton, OH
Madison, WI
Clearwater, FL

¹ Sherman RL, Firth AU, Henley SJ, et al. Annual Report to the Nation on the Status of Cancer, featuring state-level statistics after the onset of the COVID-19 pandemic. *Cancer*. 2025; e35833. doi:[10.1002/cncr.35833](https://doi.org/10.1002/cncr.35833)

“Look Good Feel Better is about more than just makeup,” said Louanne Roark, Executive Director of the Look Good Feel Better Foundation. “It’s about helping people reassert control at a time when so many things are out of their control. With JCPenney stores joining our growing network of workshop locations, we are truly realizing our mission to meet and serve people with cancer wherever they are.”

For more than 35 years, Look Good Feel Better has helped people in cancer treatment and recovery regain their sense of self and restore confidence through its immersive beauty and styling program. More than 1 million people in the U.S. and more than 2 million around the world have participated in free Look Good Feel Better workshops.

Look Good Feel Better workshops are facilitated by certified beauty professionals, specially trained to provide hands-on guidance, and each workshop participant receives a free cosmetic kit including products donated by leading brands. Look Good Feel Better workshops are always free of charge and offered in English and Spanish.

For workshop locations, schedule, and to register for Look Good Feel Better Workshops at JCPenney please visit: <https://lookgoodfeelbetter.org/workshops>.

For more on Look Good Feel Better: <https://youtu.be/N92IS3bUyG8>

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About Look Good Feel Better

Look Good Feel Better is offered through a national collaboration of the Look Good Feel Better Foundation of the Personal Care Products Council, and the Professional Beauty Association. The only global charity addressing the physical and emotional side effects of cancer treatment, Look Good Feel Better workshops are offered in-person and virtually and always at no-cost to participants. The comprehensive workshop curriculum includes lessons on skincare and makeup, wigs and head-coverings, nail care, body image and styling, led by professional beauty instructors specially trained to address the specific needs and considerations for people in active treatment or recovery. For more information about Look Good Feel Better’s free programs available across the country, around the globe and online, visit lookgoodfeelbetter.org.

About JCPenney

JCPenney, part of [Catalyst Brands](#), is the shopping destination for America's diverse, working families. With inclusivity at its core, the Company's product assortment meets customers' everyday needs and helps them commemorate every special occasion with style, quality and value. JCPenney offers a broad portfolio of fashion, apparel, home, beauty and jewelry from national and private brands and provides personal services including salon, portrait and optical. The Company and its 50,000 associates worldwide serve customers where, when and how they want to shop – from [jcp.com](#) to more than 650 stores in the U.S. and Puerto Rico.

In 2022, JCPenney celebrated 120 years as an iconic American brand by continuing its legacy of connecting with customers through shopping and community engagement. Please visit JCPenney's [Newsroom](#) to learn more and follow JCPenney on [Facebook](#), [Instagram](#), and [Twitter](#).

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