



look good **feel better**[®]

DELIVERING A CONSISTENTLY BENEFICIAL EXPERIENCE: LOOK GOOD FEEL BETTER GLOBAL SURVEY SHOWS PROGRAM IMPACT ACROSS TIME, CULTURES, AND CONTINENTS

Findings Released on World Cancer Day Demonstrate Importance of Appearance on Self-Esteem and Confidence for Women in Cancer Treatment Around the World

February 4, 2020 (Washington, DC): Look Good Feel Better, the global cancer support program, today shared the results of its third and largest annual global survey of program participants. The 2018/19 Look Good Feel Better Global Participant Survey collected data from more than 26,000 program participants served by Look Good Feel Better affiliates in 16 countries across five continents. The results prove that Look Good Feel Better consistently delivers a valuable experience and positive impact for women in cancer treatment, regardless of country or culture.

For more than 30 years, Look Good Feel Better has provided free programs to teach beauty techniques to help people with cancer manage the appearance side effects of cancer treatment. The program has served more than 2 million people globally across its network of affiliates in 27 countries.

This year's global survey results are remarkably consistent when compared to previous years. Together, they underscore the profound impact of the Look Good Feel Better program to restore confidence and to consistently deliver a valuable service to women struggling with the side effects of cancer treatment.

- In 2018/19 just 50 percent of survey respondents reported feeling very or somewhat confident in their appearance BEFORE attending a workshop. **That increased to 92 percent following workshop participation.**
 - Similarly, in 2016/17, 52 percent reported feeling very or somewhat confident before attending a workshop compared to 94 percent following a workshop.
 - In 2017/18, 48 percent reported feeling very or somewhat confident about their appearance before attending a workshop compared to 92 percent after a workshop
- This year 95 percent of respondents appreciated what they learned, and 96 percent found value in the program to improve self-image.

- Those results were practically identical to both previous global surveys in 2017 and 2018.
- 97 percent of this year's respondents found support through the LGFB experience, compared to 94 percent last year.
- 98 percent of this year's respondents would recommend Look Good Feel Better to other women with cancer, the same percentage as both 2018 and 2017.

"World Cancer Day reminds us all that cancer knows no boundaries," said Louanne Roark, executive director, Look Good Feel Better Foundation. "The toll that cancer treatment side-effects exact on self-esteem and confidence is universal as well. In partnership with the entire global beauty industry, countless volunteers and caregivers, we have championed and supported women around the world for 30 years, delivering compassion and community, boosting morale, and restoring confidence."

For more information, please visit lookgoodfeelbetter.org/worldcancerday.

ABOUT LOOK GOOD FEEL BETTER®

Look Good Feel Better® is dedicated to helping people with cancer cope with the appearance side effects of their treatment. It is the only international cancer support charity that helps boost the physical and emotional well-being of people undergoing cancer treatment. Since the program began in the United States in 1989, Look Good Feel Better has helped 2 million people in [27 countries around the world](#) through a network of Look Good Feel Better Foundation-licensed affiliates. Host countries outside of the United States include Argentina, Australia, Brazil, Canada, Chile, Columbia, Denmark, Ecuador, France, Germany, Ireland, Israel, Italy, Mexico, Netherlands, New Zealand, Norway, Peru, Poland, Singapore, South Africa, Spain, Sweden, Switzerland, the United Kingdom and Uruguay. Globally, nearly 14,000 volunteers donate their time and talents to the program, which delivers thousands of workshops annually.

Look Good Feel Better is offered in the U.S. through a collaboration of the Look Good Feel Better Foundation and the Professional Beauty Association. Visit lookgoodfeelbetter.org for more information.

SURVEY METHODOLOGY

The 2019 Look Good Feel Better Global Participant Survey includes more than 26,000 responses collected during 2018 from 16 countries: Australia, Brazil, Canada, Columbia, Denmark, France, Germany, Italy, The Netherlands, Norway, South Africa, Spain, Sweden, Switzerland, United Kingdom, and United States. Survey questions were consistent across the globe and surveys were voluntarily completed by program participants following a Look Good Feel Better workshop. Responses have been collected, compiled and reported by Look Good Feel Better staff in participating countries.

For more information, please visit lookgoodfeelbetter.org/worldcancerday.

CONTACT

Jennifer Burke Labriola
burkepr@gmail.com
203-586-9769