



**LOOK GOOD FEEL BETTER CONNECTS AND SUPPORTS WOMEN
IN CANCER TREATMENT AROUND THE WORLD DURING PANDEMIC**

Global Organization Celebrates Power of Collective Action on World Cancer Day 2021

February 4, 2021 (Washington, D.C.) – Look Good Feel Better, the global cancer support program, marks World Cancer Day today by sharing new data which shows that 90% of the organization's affiliates swiftly and effectively provided support for women in cancer treatment during the COVID-19 pandemic through virtual workshops and online resources during 2020. This continuity of service and support in the midst of a global pandemic underscores the organization's commitment to serve women with cancer around the world and aligns with the World Cancer Day 2021 focus: "Together, all our actions matter."

Social distancing and other COVID-19 mitigation measures have fundamentally altered the delivery of cancer support services – rendering in person programming nearly impossible. Look Good Feel Better's virtual delivery model has enabled women around the world to learn how to address the appearance related side effects of their cancer treatment – like hair loss and skin changes -from the comfort and safety of their homes.

"The global pandemic changed many things, but it did not change cancer or cancer treatment," said Louanne Roark, Executive Director for the Look Good Feel Better Foundation. "We know that COVID-19 has made many women in cancer treatment feel even more isolated, more vulnerable than ever before. Look Good Feel Better is committed to staying connected with the women we serve, and to providing comfort and support during these unprecedented times."

According to its global program data, Look Good Feel Better affiliates in 24 countries including the United States, now offer virtual workshop programs or online learning content for women in treatment. Virtual workshops are live, online gatherings which include instruction from trained professionals on skincare and cosmetics, wigs and turbans, and styling. Look Good Feel Better's mission is to help women not only to look but to feel like themselves again, giving them a sense of confidence and control during what can be a very unpredictable time. "It is scary enough with just the pandemic and then add to that breast cancer," explained Helen M. a Look Good Feel Better virtual workshop participant from Massachusetts. "Just seeing other women from all over the world going through the same thing was so helpful."

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 27 global affiliates.

For more information, please visit lookgoodfeelbetter.org/.

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. Since 1989, the program has empowered 2 million women in [27 countries](#) to reclaim the sense of control, confidence and self-esteem that are central to well-being.

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