The Untold Cost of Cancer
Cancer Treatment Side Effects Take a Toll on Self Esteem, Personal Relationships

For women beginning cancer treatment
Looking good makes me feel good. 97%

Most important aspects of physical appearance
Hair 80%
Skin & Complexion 75%
Weight 79%

Cancer treatments exact a toll on the confidence...

Those who felt uncomfortable when people looked at them after treatment: 48%
Those who noted changes in skin and complexion: 1 in 2

...especially to the aspect of appearance that matters most
Those who experienced a change of weight: 3 of 5
Those who experienced a change of weight: 2 of 5

The changes in appearance caused by cancer impacts the way women are treated by others

Women with cancer whose personal relationships were negatively impacted:
Spouse 33%
Children 25%
Friends 24%

Self esteem improved for women who addressed the appearance-related side effects of cancer
Felt self confident in their appearance...
...before addressing outward side effects 37%
...after addressing outward side effects 65%

...felt addressing their appearance had a positive impact on how they were treated by others 57%

look good feel better is a program helping women fighting cancer to feel more content and confident in their physical appearance.

Women who’ve had cancer and been through the look good feel better program are even MORE confident in the way they look than women who’ve never had cancer . . .

Those confident in the way they look:
look good feel better participants 76%
Women who have never had cancer 72%

Source: Harris Interactive