



**PERSONAL CARE AND BEAUTY COMPANIES COME TOGETHER TO SUPPORT THE  
LOOK GOOD FEEL BETTER® PROGRAM DURING BREAST CANCER AWARENESS  
MONTH**

***Special Offers and Promotions Help Support Unique Nationwide Program  
Aimed at Boosting Self Confidence for Cancer Patients***

**October 12, 2012 -- Look Good Feel Better**, the only free, global program dedicated to boosting cancer patients' self-esteem and confidence through lessons on addressing the appearance-related side effects of cancer treatment, today announced the details of multiple new partnership programs being launched to support the Look Good Feel Better program during October's Breast Cancer Awareness Month. Each partnership provides financial and/or educational support for the program and its mission to help people with cancer regain their appearance, sense of self and some normalcy while battling cancer.

Look Good Feel Better is a nationwide program that offers free workshops and educational resources that address skin changes and concerns, and offers lessons on wigs, turbans, cosmetics, nail care, accessories, and wardrobe styling. The October programs include a number of leading beauty, personal care and accessories brands, including Colomer USA, Dior, Elizabeth Arden, Institut Esthederm, Lash Control, Leading Lady, Mama Mio, NuFace, Philosophy, Revlon, Sexy Hair and Skin Authority.

"Hundreds of thousands of women in the U.S. will be diagnosed with breast cancer this year, many of whom will not only face the physical effects of the disease itself, but also the psychological toll of treatment and recovery," said Louanne Roark, executive director of the Personal Care Products Council Foundation and Look Good Feel Better. "Changes in appearance, from complexion and skin sensitivity to hair loss or mastectomy, can be devastating to a woman with cancer. Look Good Feel Better helps improve morale and gives women with all forms of cancer back some control, confidence and hope during a very difficult time."

The following programs will raise awareness and funds to support the LGFB program during October and - in some cases - beyond. All funds raised will go to the Personal Care Products Council Foundation (PCPC Foundation) to benefit the Look Good Feel Better program:

**Colomer USA**, The Multicultural Group, manufacturer of multicultural hair care brand Creme of Nature®, will include information about Look Good Feel Better workshops in specially marked Creme of Nature products, which will be sold during September, October, and November. [www.cremeofnature.com](http://www.cremeofnature.com)

**Dior** will launch its annual auction beginning October 15, and running through October 29. Dior fans can visit [www.diorauction.com](http://www.diorauction.com) to bid on items in three categories: Luxe Trips, Elite Experiences and Lavish Products as well as a “Shop Now” section, where customers can purchase items available exclusively through Dior and select partners. Auction proceeds will benefit the Look Good Feel Better program.

**Elizabeth Arden** will continue to run its #Pin It to Give It Campaign throughout the month of October. For each repin of an image on Elizabeth Arden’s “Pin It to Give It” Pinterest board they will donate an eyeliner to the Personal Care Products Council Foundation for use in the kits used in Look Good Feel Better group workshops. [pinterest.com/elizabetharden/pinittogiveit/](http://pinterest.com/elizabetharden/pinittogiveit/)

**Institut Esthderm** will contribute a minimum of \$5 from the sale of each Limited Edition Time Technology Cream sold in the U. S. to the Look Good Feel Better program during October. [www.esthderm.com/en](http://www.esthderm.com/en)

**Lash Control** will contribute 30% of the proceeds from sales of their Pink Squeeze mascara to the Look Good Feel Better program for the entire month of October. [www.lashcontrol.com](http://www.lashcontrol.com)

**Leading Lady** will contribute \$1 from each pink bra sold during October to the Look Good Feel Better program. [www.leadinglady.com](http://www.leadinglady.com)

**Mama Mio Skincare** will contribute \$1 per Boob Tube sold on DermStore.com, and \$1 for any product sold at Canyon Ranch Miami during the month of October. [www.mamamio.com](http://www.mamamio.com)

**Philosophy** recently launched ‘Graceful Journey,’ an inspirational gift set featuring pure grace shampoo, bath & shower gel, along with seven cards offering words of encouragement to help guide people through life’s difficult journeys. From now until September 1, 2013, 100% of the net proceeds from the sale of each graceful journey set will benefit the Look Good Feel Better program. [www.philosophy.com](http://www.philosophy.com)

**Revlon** has partnered with *Allure* magazine to offer a special ‘Beauty Bundle’ of products recommended by *Allure* Beauty editors, with \$5 from each purchase going to the Look Good Feel Better program until October 18th. [www.soap.com/p/allure-beauty-blogger-box-601269](http://www.soap.com/p/allure-beauty-blogger-box-601269)

**Sexy Hair** launched the first Caring is Sexy Cut-A-Thon on October 10, 2012. All 50 states are represented and close to 900 salons will participate. Ten dollars from each haircut offered in

participating salons will be contributed to the PCPC Foundation to benefit Look Good Feel Better. [www.sexyhair.com](http://www.sexyhair.com)

**Skin Authority** will contribute \$5 to Look Good Feel Better for every Touch Transforms special edition home care kit sold in the U.S through the month of October. [www.skinauthority.com](http://www.skinauthority.com)

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#### **About Look Good Feel Better**

The **U.S. Look Good Feel Better** program is a collaboration of 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; the American Cancer Society, the nation's largest voluntary health organization dedicated to saving lives from cancer; and the Professional Beauty Association, a national organization of more than 25,000 cosmetologists, wig experts, aestheticians, makeup artists and nail technicians. For more information about Look Good Feel Better free workshops and other services available across the country, visit [www.lookgoodfeelbetter.org](http://www.lookgoodfeelbetter.org).

Donations from special promotions mentioned herein will go to the Personal Care Products Council Foundation to benefit the **Look Good Feel Better** program.

**Look Good Feel Better**® is a registered trademark of the Personal Care Products Council Foundation.

The Personal Care Products Council Foundation, the American Cancer Society, Inc. and the Professional Beauty Association do not endorse any specific products and/or services.

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