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***LOOK GOOD...FEEL BETTER*** WEEK ENCOURAGES DIALOGUE AND AWARENESS  
OF PATIENT SUPPORT PROGRAM

WASHINGTON, D.C., May 20, 2010 - ***Look Good...Feel Better (LGFB)*** celebrated the fourth annual ***Look Good...Feel Better Week***, April 26-30, 2010, with the introduction of new initiatives for health care providers and program supporters, and the announcement of new corporate partnerships to expand awareness and raise funds. ***Look Good...Feel Better*** is a public service program created to help women cope with the appearance-related changes of cancer treatment. Offered through a collaboration of the Personal Care Products Council Foundation, the American Cancer Society and the Professional Beauty Association | National Cosmetology Association, the program serves 50,000 women annually across the country.

To educate and support the needs of health care providers, a Web conference titled “***Look Good...Feel Better: Helping Cancer Patients Find the ‘5-Cs’ - Confidence, Control, Courage, Community and Caring through a Free Support Program,***” was hosted for National Cancer Institute (NCI) designated cancer centers on April 28. The Web conference offered information about the ***LGFB*** program, the benefits for cancer centers and their patients, and helped create awareness and understanding among NCI cancer centers about how to initiate ***LGFB*** workshops or strengthen existing programs.

Conference presenters included two renowned oncology experts, James Speyer, MD, medical director of the New York University Cancer Center; Mary Jane Massie, MD, a well-respected psychiatrist at Memorial Sloan-Kettering Cancer Center specializing in the psychological treatment of people with breast cancer and their families; and moderator Geralyn Lucas a breast cancer survivor and author of *Why I Wore Lipstick to My Mastectomy*. The book and Emmy-nominated Lifetime TV movie dealt with her experience with breast cancer at age 28. More than 100 participants from cancer centers across the country dialed into the conference.

“It is important for cancer centers to understand the tremendous value and benefits of **LGFB** for cancer patients being treated at their facilities. Patients have a host of emotional and appearance-related challenges during treatment, and **LGFB** is a powerful resource for cancer centers acting as host sites for this program,” Dr. Speyer said. Dr. Massie added, “It is truly inspiring to see the difference a single two-hour **LGFB** workshop can make in the confidence level of the women who participate. They open up, they smile, they have fun, and in the process, they find hope and courage in a community of women on the same journey.”

An **LGFB** Facebook initiative ran throughout **LGFB** Week and asked program participants, supporters, and volunteers to engage in online dialogue about their experiences. A new question was posted to Facebook each day, eliciting numerous comments and uplifting stories from **LGFB** friends and fans.

The Facebook responses ranged from “the caring connections, and the lights in the ladies’ eyes” to “taking the time to make myself feel better.” Volunteers described what they take away from

the workshops, saying “the women are so inspiring” and “it makes my heart shout for joy to see how the participants look and feel at the end of the session.” To read all the responses, visit the **LGFB** Facebook page at [www.facebook.com/lookgoodfeelbetter](http://www.facebook.com/lookgoodfeelbetter).

A number of **LGFB** 2010 corporate partnerships that will support important projects and raise awareness and funds for the program were also announced during **LGFB** Week:

- Pacific Bioscience Laboratories, creators of Clarisonic, will donate a portion of the proceeds from the sale of their Pink Ribbon Classic, PRO or Plus Clarisonic brush to **LGFB** during an on-going partnership. They will also have their estheticians and makeup artists trained as **LGFB** volunteers.
- The third annual Dior Diva Auction hosted by Dior Beauty, will take place this fall and include many extraordinary prizes. Last year winners enjoyed prizes including a trip to Paris, a month long internship at Dior Beauty, and a night out at the 52<sup>nd</sup> Annual Grammy Awards this past January
- In honor of Elizabeth Arden’s 100<sup>th</sup> anniversary, the company introduced a Limited Edition Anniversary Lipstick in the shade of “Red Door Red” to celebrate the history and heritage of their beauty brand. All proceeds from the sale of this lipstick will benefit the global **LGFB** program.
- Continuing their support from last October, the Carol Cole Company, manufacturer of NuFace, will donate a portion of the proceeds from the sale of each pink NuFace device to **LGFB**.
- During the months of June and July, Sexy Hair will have special-edition cans of *Spray & Play* hairspray available in salons. This fall Sexy Hair will create limited-edition pink

cans of four products, including *Spray & Play*, *Spray & Play Harder*, *Root Pump*, and *Root Pump Plus*. A portion of the proceeds will benefit **LGFB**.

- Along with these cause-marketing partnerships, Johnson & Johnson is donating creative direction and design for the update of **LGFB** consumer print materials; P&G Beauty & Grooming is the exclusive sponsor of a new **LGFB** Website in development, and Revlon will underwrite a new design for the **LGFB** newsletter, as well a new design and production costs for table top displays.

For more information about **LGFB** activities and partnerships, please visit the Web site at [www.lookgoodfeelbetter.org](http://www.lookgoodfeelbetter.org). For more information about the **LGFB** program, for programs in your area, or to volunteer, visit the Web site, call 1-800-395-LOOK (5665), or contact your local American Cancer Society office.

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*Look Good. . .Feel Better* is a free public service program created in 1989 from the concept that if someone with cancer can be helped to look good, their improved self-esteem will help them to approach their disease and treatment with greater confidence. **LGFB** offers suggestions and advice to cope with the appearance related side effects of treatment through group programs offered in hospitals nationwide, Web sites, and brochures. The program serves 50,000 women each year and is available throughout the US. It is offered through a collaborative effort of the Personal Care Products Council Foundation, the American Cancer Society, and the Professional Beauty Association/National Cosmetology Association. For information, visit the

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