



Look Good Feel Better® OVERVIEW

About Look Good Feel Better:

For the past two decades, the Personal Care Products Council Foundation, supported by the cosmetics industry, the American Cancer Society and the Professional Beauty Association, has worked to give confidence to people undergoing cancer treatment through the **Look Good Feel Better** program.

Founded more than 23 years ago, the Look Good Feel Better program has helped more than 1.2 million people across the U.S. and in 24 countries around the world regain confidence during cancer treatment by helping them to cope with the appearance side effects of cancer treatment. Workshops are FREE, available in all 50 states, and staffed by local expert volunteers that offer lessons in how to apply cosmetics and hair accessories that help address the changes in skin and hair loss that often accompany cancer treatment, as well as tips on wardrobe/styling to help mask weight changes, surgical alterations, and other changes.

Look Good Feel Better is dedicated to changing the way people with cancer approach their disease, reminding them that they are beautiful inside AND out. The program helps women regain confidence some normalcy in a life that is by no means normal.

More information on Look Good Feel Better – including a program finder, virtual workshops and web-based tips, expert posts on the LGFB Blog and a donation mechanism can be found at www.lookgoodfeelbetter.org.

Find us on Facebook at www.facebook.com/lookgoodfeelbetter or on Twitter at www.twitter.com/LGFB.

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Look Good Feel Better Stats: Numbers You Should Know

- ✓ Look Good Feel Better started because **one** doctor wanted to help **one** patient who wouldn't leave her hospital room because of her appearance after cancer treatment. His **one** phone call to a friend and executive in the beauty industry started our whole story. The rest is beautiful history.
- ✓ Look Good Feel Better got its official start in 1989. The last **23** years have been full of help and hope.
- ✓ **800,000** people with cancer have been helped by the Look Good Feel Better program in the United States alone.
- ✓ More than **1,200,000** people have been helped around the world.
- ✓ Each year more than **16,000** Look Good Feel Better workshops are held in nearly **2,700** locations from coast-to-coast.
- ✓ More than **14,500** volunteers across the country donate more than **225,000** hours to Look Good Feel Better every year.
- ✓ Globally, more than **20,400** volunteers donate their time and talents to the program.
- ✓ In 2012, Look Good Feel Better expects to provide more than **16,000** free workshops nationwide that will reach an estimated **50,000** women.
- ✓ Look Good Feel Better is supported by **262** companies, most of whom are affiliated with the cosmetics industry, who provide financial, product and in-kind donations.
- ✓ The Personal Care Products Council Foundation, through support from the cosmetics industry, provides nearly **\$2,000,000** annually in financial support to Look Good Feel Better.
- ✓ Each year, the cosmetics industry donates approximately **750,000** pieces of cosmetics and skin care products, valued at approximately **\$7,500,000**.

- ✓ Look Good Feel Better programs are available in all **50** states, and the District of Columbia.
- ✓ Outside the United States, **24** countries also offer Look Good Feel Better programs, including Argentina, Australia, Brazil, Canada, Chile, Columbia, Denmark, Equador, France, Germany, Ireland, Israel, Italy, Netherlands, New Zealand, Norway, Poland, Singapore, South Africa, Spain, Sweden, Switzerland, the United Kingdom, and Uruguay, with more being added soon.

Look Good Feel Better Testimonials

I've had my first of six doses of chemotherapy, and I know there are dark days ahead, but my makeup is in the cabinet next to my early morning pills. That will remind me, first thing, that I am not alone. -- Laura, Midway, KY

This class should be called "Look Good Feel Wonderful". It did more for me than I can ever explain. -- Karen, Aiea, HI

You have the capacity to take one from the devastation of the diagnosis and the effects of chemo to a hope for the future. Thank you. -- Virginia, Burlington, NC

It was the first time some of us were able to giggle since our diagnosis. -- Jill, Greenleaf, WI

I was blown away by this program. It is beyond anything than can be explained. Again and again, thank you all for the program. -- Christina, Warren, AR

Please know the amazing work you do with this program. At a time when people are struggling with surgery, chemo, radiation, hair loss, your program makes them feel beautiful! You are angels! -- Beth, Levittown, PA

This was one of the most positive, self-esteem raising experiences that I have ever had. It was amazing to have the opportunity to feel comfortable discussing and dealing with the effects of chemotherapy rather than trying to hide them. -- Becky

I had the best time. The instructors made our bare skin so lovely and our bald heads so beautiful. -- Norma, Manson, IA

This class helps women see that even though we are having to go through this doesn't mean we have to lose ourselves and who we are. It lets us be beautiful and full of life again. -- Donna, St. George, UT