

**October Promotions Overview**

**Look Good Feel Better** will participate in the following programs that raise awareness and funds to support the 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:

**Dior** will host its annual LGFB Dior auction, beginning October 15 through October 29. Dior fans can go to [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 Look Good Feel Better.

**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. <http://pinterest.com/elizabetharden/pinittogiveit/>

**Lash Control** will donate 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)

**Mama Mio Skincare** will donate $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 Look Good Feel Better. [www.philosophy.com](http://www.philosophy.com)

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

**Sexy Hair** will launch the first Caring is Sexy Cut-A-Thon on October 10, 2012. All 50 states will be represented and close to 900 salons will participate. Ten dollars from each haircut offered in participating salons will be donated to the PCPC Foundation to benefit Look Good Feel Better. [www.sexyhair.com](http://www.sexyhair.com/)