



**Look Good
Feel Better**

*Sponsored by
Canadian
Cosmetic,
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Association*

For Immediate Release

Look Good Feel Better Launches Fundraising T-Shirt Campaign

Available Exclusively at Shoppers Drug Mart/Pharmaprix

TORONTO, Ontario (May 27, 2004) – Look Good Feel Better, the national cancer support program that helps Canadian women face the side effects of cancer treatment, is launching its first ever T-shirt campaign to raise funds across Canada.

“look good feel better ” T-shirts will be sold exclusively at 800 Shoppers Drug Mart stores across Canada during Look Good Feel Better Week, **September 27 to October 3**. This partnership with Shoppers Drug Mart will bring the T-shirt campaign’s message to women right across Canada.

“Our goal is to make Look Good Feel Better Week a highly anticipated annual event that will raise funds vital to introducing the program in new communities across Canada,” says Elaine Brown, Director of Look Good Feel Better. “We are extremely proud of Look Good Feel Better, whose outcome is as much about feeling better as it is about looking more like yourself again. And we hope Canadians will participate in this very important cause.”

The fitted, white cotton-lycra T-shirts, bearing the slogan “look good feel better,” will be available for \$14.95 at all Shoppers Drug Mart locations with every purchase made from participating cosmetic and fragrance partners such as Calvin Klein Fragrances, Chanel, Dior, Evian Affinity, Hugo Boss, Lubriderm, Marcelle, Maybelline New York, Oscar de la Renta, Procter & Gamble, Purell, Reversa, RoC, Sally Hansen, Unilever and Vichy.

“We are thrilled to be a partner with Look Good Feel Better on this new initiative, and we look forward to having a big impact on this program’s goals,” says Lori Castagna, Director of Category Management at Shoppers Drug Mart.

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Funds raised during Look Good Feel Better Week will assist the national, public-service program in helping Canadian women living with cancer to manage the appearance-related side effects of cancer and its treatment.

The first Look Good Feel Better workshop was held in September 1992 at Princess Margaret Hospital in Toronto. According to Dr. A.D. DePetrillo, Professor of Obstetrics, Gynecology and Surgery at Princess Margaret Hospital, "Look Good Feel Better is truly an inspiring program which has a positive impact on the morale of people with cancer. Through simple techniques, the program helps to boost the self-image of women undergoing cancer treatments. When receiving chemotherapy and radiation, a healthy optimistic attitude plays a tremendous role."

Look Good Feel Better is sponsored by the member companies of the Canadian Cosmetic, Toiletry and Fragrance Association (CCTFA). Since 1992, the program has helped more than 450,000 women living with cancer to learn about skin and hair care and the use of cosmetic techniques. The cornerstone of the program is a free, two-hour workshop currently offered at more than 85 hospitals and cancer-care facilities across Canada. For further details, visit lookgoodfeelbetter.ca

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