



FOR IMMEDIATE RELEASE



WALK THE STREETS OF PARIS AT THE 14th ANNUAL “LOOK GOOD FEEL BETTER” BALL

TORONTO, ON (October 25, 2005) – On Saturday, November 12, Look Good Feel Better™, the renowned cancer-support program which helps women face cancer with confidence, will celebrate its 14th annual Ball at the Metro Toronto Convention Centre.

The program’s signature fundraiser, which has collected \$5.8 million over the past 13 years, attracts over 700 guests, personalities and leaders from the beauty industry who come together to demonstrate their support and celebrate the important work the program performs.

Themed **Paris**, the evening will capture the essence and dynamism of the *City of Lights* in an exciting and interactive environment. Guests will enjoy the sights, sounds, fragrance and fashions of modern Paris as they are treated to an imaginative voyage through the many distinct Parisian neighbourhoods or arrondissements – from The Louvre to the Marais to the Latin Quarter, St. Germain and Montmartre.

This year’s fundraiser is co-chaired by **Dominique De Celles, Vice-President & General Manager, L’Oréal Paris** and **Lori Castagna, Director, Category Management, Shoppers Drug Mart**. The whimsical black tie evening will include Silent, Wine, Fragrance and Live Auctions, complete with a Raffle Lottery for a 2006 Hyundai Sonata GLS courtesy of **Hyundai Canada**. In addition, other event sponsors include **Aventis Pharma, Hbc, L’Oreal Paris/Canada** and **Shoppers Drug Mart**, to name a few.

The Look Good Feel Better Ball will commence at 6:00 p.m.

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For further information, please contact:

About Look Good Feel Better™

The first Look Good Feel Better workshop was held in September 1992 at Princess Margaret Hospital in Toronto. According to Dr. Denny DePetrillo, Professor Gynecologic Oncology at University of Toronto, “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 a program of the member companies of the Canadian Cosmetic, Toiletry and Fragrance Association (CCTFA) and is supported by numerous external sponsors. Since 1992, the program has helped more than 500,000 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 90 hospitals and cancer-care facilities across Canada. For further details, visit lookgoodfeelbetter.ca or call 1 800 914 LOOK.