

CCTFA Members Celebrate 15 Years Helping Women with Cancer

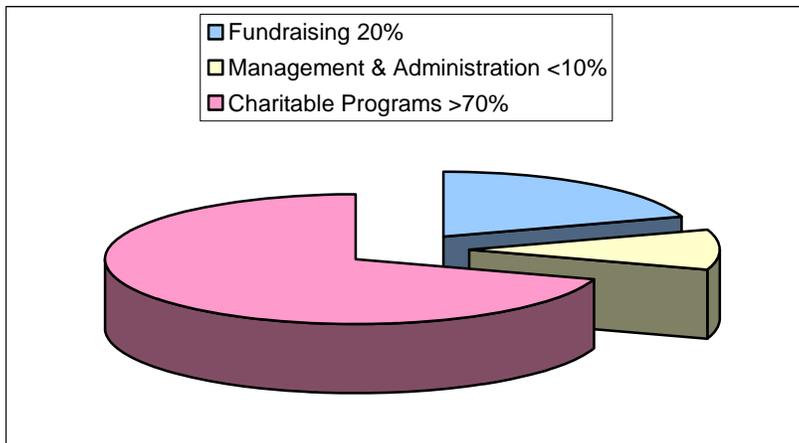


TORONTO, June 11, 2007 - It's an exciting time in the development of Look Good Feel Better. The important work we've done so far, with the help of our dedicated volunteers, staff, Board of Directors and of course Canadian Cosmetic, Toiletry and Fragrance Association membership, has established Look Good Feel Better as a beacon of hope, community, and support for women undergoing treatment for cancer.

For 15 years, Look Good Feel Better has been helping women face cancer with greater confidence. Free cosmetic and hair alternatives workshops led by 1,800 industry trained volunteers are offered in over 100 cancer care facilities and hospitals across Canada. Beyond beauty, it's the support from other women, the sharing of empowering information, dedication of volunteers and laughter that workshop participants gain confidence, lift spirits and take control. The generous support of CCTFA member companies make it all possible.

Upon the completion of the CCTFA's three-year strategic vision, the Foundation's mandate was defined as one that would provide a platform for social responsibility and giving back to the community. This will be achieved through the efforts of the CCTFA Foundation and the Look Good Feel Better program.

As the charitable arm of the CCTFA, the Foundation is well poised to provide member companies with an opportunity to give responsibly and support communities from coast to coast through the work of LGFB. Following a review of Canadian Charities, expense guidelines and targets for the Foundation have been established. You will be pleased to know that with Look Good Feel Better, 70 cents or more of every dollar goes to support Charitable Programs, 20 cents or less on Fundraising and 10 cents or less on Administration.



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For further information, please contact Mara Bonadie at 905 890 5161 x241.