

# Helping Women Face Cancer with Greater Confidence

## 90,000 Women Benefited from National Charitable Program



**TORONTO, 2009** – If beauty is only skin deep, why does it have such a profound effect on our self-image and how others perceive us? For many women, the effects of cancer and its treatment on their appearance can be as devastating as the diagnosis itself. Look Good Feel Better has been helping Canadian women face cancer with greater confidence since 1992.

Free cosmetic and hair alternatives workshops led by 1,800 industry trained volunteers are offered in more than 100 cancer care facilities and hospitals across Canada, bringing together women with cancer in a safe and supportive environment.

“Attitudes towards managing the appearance-related effects of cancer have come a long way since Look Good Feel Better came to Canada”, says Sherry Abbott, cancer survivor and Executive Director of the unique charitable program.

Many participants describe their Look Good Feel Better workshop experience like “A makeover for the spirit,” adds Abbott. “I personally experienced the attitude ‘who cares how you look, you’re lucky to be alive’, but I quickly learned that in tandem with the best there is in medical care and attention, an optimistic, take-charge attitude can play a tremendous role. I realized that a little lipstick and blush did as much for my psyche as it did for my appearance.”

Can “Workshops Wonders” really change lives? Just ask one of the more than 90,000 women that have benefited from participation in Look Good Feel Better workshops. Beyond beauty, it’s the support from other women, the sharing of empowering information, support of compassionate volunteers and laughter that helps workshop participants gain confidence, lift spirits and take control.

Dr. Marilyn Hundleby, Sr. Clinical Psychologist, Cross Cancer Institute, Edmonton agrees with the positive impact that the Look Good Feel Better workshop experience has on quality of life for women undergoing cancer treatment “As host site coordinator of Look Good Feel Better at the Cross Cancer Institute, I have seen how truly important this resource is for women. Participants continually comment on how this program has enlivened their spirit and at the same time has given them back measures of control and confidence. It can also be a reminder of how crucial it is to give care to mind, body and spirit every day and particularly when undergoing cancer treatment.”

Understandably, coping with cancer and its treatment can have a measurable impact on quality of life for women. Look Good Feel Better U.S. survey results reveal that among women who are currently, or who have recently completed cancer treatment, 83 per cent were self conscious of their physical appearance while undergoing chemotherapy or radiation.

The ‘feel better’ good news? Eighty-six per cent of women surveyed said that looking good helped them feel better, even when not feeling well. Additionally, seven out of 10 women felt that keeping up their appearance increased confidence in their ability to cope with cancer.

If a woman you know is experiencing the appearance related changes and challenges as a result of cancer and its treatment, refer her to [lookgoodfeelbetter.ca](http://lookgoodfeelbetter.ca) or 1.800.914.5665.

## About Look Good Feel Better:

Supported by the member companies of the Canadian Cosmetic, Toiletry and Fragrance Association and external sponsors, Look Good Feel Better is the charity of choice for the personal care and beauty industry. Launched at the Princess Margaret Hospital in Toronto in 1992, Look Good Feel Better is a national, charitable program committed to helping women manage the appearance-related effects of cancer and its treatment.



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