



FOR IMMEDIATE RELEASE

For more information contact:

Audrey Hyams Romoff x222 / Caleigh Randev x224
OverCat Communications, 416.966.9970
ahromoff@overcatcommunications.com

ACADEMY AWARD WINNER SPECIAL GUEST AT HOLLYWOOD THEMED LOOK GOOD FEEL BETTER BALL Michael Westmore, Legendary Makeup Artist to the Stars

It's all that glitters at the 16th annual Look Good Feel Better® Ball on November 17th, 2007, at The Fairmont Royal York where Hollywood makeup artist Michael Westmore will make a special guest appearance.

Westmore is a member of a makeup dynasty that dates back to Hollywood's golden age. Since 1917 almost every major studio had 'a Westmore' supervising their makeup Departments. Westmore's career has not been without its rewards as he has been the recipient of a record 42 Emmy Nominations and gifted with 9 Statuettes. The Motion Picture Academy has honoured him with four Nominations and the Oscar in 1986 for his artistry on the film "Mask" with Cher and Eric Stoltz. Currently, the original movie is being transformed into a Broadway Musical which Westmore is designing. His artistry has also been recognized around the world. While supervising the last 18 years of Star Trek, between filming he turned his attention to writing articles and books on cosmetics and their application. He has spent the last 2 1/2 years department heading and designing the largest makeup project ever to be filmed in India. Westmore is now penning his Biography which includes the wonderful years he spent with the faces of Elizabeth Taylor, Robert DeNiro, Betty Davis and Sylvester Stallone. In 2008 Westmore and his family will be honoured with a STAR ceremony on Hollywood Boulevard's famous Walk of Fame. And, in honour of the Hollywood themed ball Westmore will be bringing his Oscar allowing guests the chance to feel like a true Hollywood star!

...more

MICHAEL WESTMORE, LEGENDARY MAKEUP ARTIST TO THE STARS

-2-

Among the many great live auction packages available at this year's Ball, generously donated by Canadian Cosmetic, Toiletry and Fragrance Association member companies and event sponsors, 2 exciting packages courtesy of Westmore and his Manager Helen Cohen in collaboration with Nancy Crossley, President of Professional Artists International Inc., are being offered. They include an incredible (Hollywood's Best Kept Secret) surprise package to be unveiled at the Ball and a behind the scenes tour of a prime time drama set in Hollywood with a walk-on part for one, a woman's designer outfit by Lucian Matis, designer on "2007 Project Runway Canada" and more exciting Hollywood opportunities!

Look Good Feel Better, a national non-profit cancer-support program for women, hosts the annual fundraising event as a celebration of life and survival for women facing the challenges of the disease. The 2007 Look Good Feel Better Ball will capture the star-studded excitement of Hollywood for an estimated 700 guests including celebrities and beauty industry leaders, and expects to raise over \$750,000 for Look Good Feel Better.

"Since its inception in 1992, Look Good Feel Better has helped thousands of women to look good and feel better about themselves during cancer treatment," says Sherry Abbott, Executive Director, Look Good Feel Better. "Thanks to the generous support of the members of the Canadian Cosmetic, Toiletry and Fragrance Association and our valued sponsors, we continue to build awareness and raise funds for this important initiative."

Look Good Feel Better® is a national non-profit program committed to helping women manage the appearance related effects of cancer and its treatment. For many women, the appearance related effects of cancer and its treatment can be as devastating as the diagnosis itself. As a result, the Look Good Feel Better program was created from the concept that, if a woman with cancer can be helped to look good, chances are she will feel better too.

...more

MICHAEL WESTMORE, LEGENDARY MAKEUP ARTIST TO THE STARS

-3-

The heart of the program is the free 2-hour workshop where women learn simple cosmetic tips and techniques, hair alternatives, nail and skin care and cosmetic hygiene. Equally important, the workshops provide a safe and supportive environment where women benefit from the support and shared experiences of other women with cancer. The workshops are led by a total base of 1800 volunteers, all of whom are industry trained cosmetic advisors and hair alternatives specialists that generously donate their time and expertise. Workshops are offered in 100 hospital and cancer care facilities across Canada. For further details, visit **lookgoodfeelbetter.ca** or call 1-800-914-LOOK.

Michael Westmore will be available for media interviews on Friday, November 16th. Please contact Caleigh Randev at 416.966.9970 x 224 or email crandev@overcatcommunications.com to arrange for an interview.

-30-

Look Good Feel Better is a program of the Canadian Cosmetic, Toiletry and Fragrance Association Foundation whose chair is Michael D. McLaughlin, President and CEO of Quadrant Cosmetics Corporation. Event sponsors include member companies of the Canadian Cosmetic, Toiletry and Fragrance Association (CCTFA). This year's Ball is chaired by Andrew Eastwood, Coty Canada with Presenting Sponsor, P&G Beauty; Diamond Sponsors: The Bay, Rogers, Shoppers Drug Mart, Transcontinental Media, Platinum Sponsors: Coty, Johnson and Johnson, and Loblaw Companies Limited, Gold Sponsors: Rolex, L'Oreal, Reader's Digest Association, Sears Canada, St. Joseph Media, Silver Sponsor: Holt Renfrew, Icon, Nuvo, TVA Publications, Toronto Star, Winners, Showmakers and Rodenkirchen Communications.