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Association

For Immediate Release

A Metamorphosis for Parfums Gourmands

8th Annual Fundraising Event Raises \$130,000 for Look Good Feel Better

Montreal QC (June 4, 2004) — The member companies of the Canadian Cosmetic, Toiletry and Fragrance Association (CCTFA) are pleased to announce that the 8th Annual Parfums Gourmands fundraising event raised \$130,000 in support of Look Good Feel Better, the renowned cancer-support program dedicated to helping women manage the appearance-related side effects of cancer and its treatment.

Themed “Metamorphosis”, 375 guests were entertained by Canadian Idol finalist, Audrey de Montigny, Louise-Josée Mondoux, host of Shopping TV and La Boutique on TVA and master magician, Alain Choquette, among others. The delectable menu was uniquely created to marry enchanted emotions, flavours and aromas, and a video montage, featuring past workshop participants, undoubtedly struck a chord with all in attendance at the Marché Bonsecours.

Established in 1992, Look Good Feel Better has helped more than 450,000 women living with cancer in Canada. Free, two-hour workshops are offered at more than 85 hospitals and cancer-care facilities across the country, 23 of which are in Quebec. More than 1,700 volunteers help to deliver the workshop experience. “Funds raised at Parfums Gourmands will benefit the program as it continues to develop and expand in Quebec. Recent workshop openings have included Centre hospitalier Pierre-Le Gardeur in Repentigny, la Fondation de la Cité de la Santé in Laval and l'Hôpital Charles-Lemoyne in Greenfield Park,” explains Anne-Isabelle Pedro, Quebec’s Workshop Program Manager.

Women living with cancer are guided through the hands-on workshop, the cornerstone of the program, with a complimentary tool kit of cosmetics, generously donated by the member companies of the CCTFA. Members also show their support through publicity and promotional activity, printing, production and storage essential to the program’s continued success.

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Jean-François Leprince, President of Aventis Pharma, is very proud to support the Look Good Feel Better program and its workshops, which allow women to immediately benefit from its services in a caring and kind environment. "At Aventis, our focus is on research that will give us tomorrow's answers, and while we're very pleased with our product leadership role in the field of oncology, we want to underscore that we have not forgotten the immediate needs of patients who must deal with the psychological and physical effects of cancer treatment. Look Good Feel Better provides that bridge."

For a complimentary copy of the annual Look Good Feel better magazine, for more workshop information or to make a donation to the program, please call 1-800-914-5665 or visit lookgoodfeelbetter.ca

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