



## **For Immediate Release**

### **NEW WORKSHOP IN SUMMERSIDE, P.E.I., HELPS WOMEN LIVING WITH CANCER TO *LOOK GOOD AND FEEL BETTER***

**SUMMERSIDE, PRINCE EDWARD ISLAND (May 4, 2004) – Look Good Feel Better**, the successful cancer-support program is pleased that women challenged by the appearance related side-effects of their cancer treatment now have access to free, two-hour workshops in **SUMMERSIDE**. This national public-service program is dedicated to helping Canadian women living with cancer learn special cosmetic techniques and hair alternatives to manage the appearance-related side effects of cancer and its treatment and will be offered bimonthly at **PRINCE COUNTY HOSPITAL**, beginning on **May 13, 2004**.

Since 1992, Look Good Feel Better (LGFB) has taught more than 450,000 women living with cancer about skin care and the use of cosmetic techniques and hair alternatives to help manage the appearance-related side effects of cancer and its treatment through one or more of its services. The cornerstone of the program is the free, two-hour workshop currently offered at 85 hospitals and cancer care facilities across Canada. Look Good Feel Better workshops, delivered by more than 1,700 industry-trained volunteers, teach a group of women about cosmetic hygiene, nail and skin care, hair alternatives and the program's *Signature 12-Steps* – a beauty regime where women learn how to recreate the look of eye lashes, give the illusion of eyebrows, minimize skin discoloration and add a healthy look to their complexion – and feel a little more like themselves again. Additionally, the group of women share common experiences, fears, concerns and laughter. Simply put, it's the "feel good" factor.

**In Summerside, the two-hour workshop will be held on May 13, 2004 at Prince County Hospital between 1:00 p.m. and 3:00 p.m.** Thereafter, Look Good Feel Better workshops will be offered on the third Monday of every other month, between 1:00 p.m. and 3:00 p.m. Women interested in participating in the workshop are invited to register by calling (902) 438-4239 or 1-800-914-5665.

*more...*

“LGFB holds a unique position on the landscape of resources for women cancer patients and is extremely empowering at a time when the management of their disease resides with their medical team,” says Elaine Brown, Director of Look Good Feel Better.

According to the Canadian Cancer Society, an estimated 70,700 women will be diagnosed with cancer this year in Canada. The side effects of cancer and its treatment go beyond the physical and can have a significant impact on a woman’s personal and professional life.

"Look Good Feel Better is a valued component of the many programs and services that are available to help Canadians living with cancer," says Julie White, Chief Executive Officer of the Canadian Cancer Society/National Cancer Institute of Canada. "The Canadian Cancer Society is pleased to offer support to the program and applauds its efforts to improve the quality of life of women with cancer."

Look Good Feel Better workshops, the cornerstone of the program, are a “hands-on” experience thanks to the generosity of the member companies of the Canadian Cosmetic, Toiletry and Fragrance Association (CCTFA) who donate funds as well as product to the program for use in workshops across Canada. Additionally, the CCTFA provides storage and warehousing services, media and promotional opportunities, and printing and production work for the program.

The first Look Good Feel Better workshop was launched in September 1992 at the Princess Margaret Hospital in Toronto. According to Dr. A.D. DePetrillo, Professor of Obstetrics, Gynecology and Surgery at Princess Margaret Hospital, “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.”

-30-

**For further information contact:**

**Jennifer Thompson**  
**Manager, Marketing & Communications**  
**Look Good Feel Better**  
**PH: (905) 890-5161, extension 241**  
**[jthompson@lgfb.ca](mailto:jthompson@lgfb.ca)**