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For Immediate Release

**NATIONAL SURVEY REVEALS THE LIFE-CHANGING IMPACT
OF CANCER AMONG WOMEN**

Toronto, ON (February 1, 2003) – A close look at women of all ages with all types of cancer reveals that cancer and its treatment are life-changing experiences significantly affecting women's lives. A new U.S. survey, a Look Good... Feel Better Survey: Treatment and its impact on Cancer Survivors' Quality of Life, conducted by Harris Interactive®, shows that women with cancer experience significant changes in all aspects of life while undergoing chemotherapy and radiation. The survey also shows that 83 percent of women who experience changes in appearance associated with treatment say that their overall quality of life was impacted because of such changes as hair loss and skin discolouration. More than half (55 percent) of these women fear their lives will never return to normal.

"Cancer treatment affects a woman's day-to-day life in many important ways – including her physical, emotional and social well-being," said Dr. Carolyn Runowicz, Vice Chairman, Department of Obstetrics and Gynecology at St. Luke's-Roosevelt in New York, national board member of the American Cancer Society (ACS) and a breast cancer survivor. "Often changes in physical appearance will frame a woman's outlook on life during treatment." In fact, the survey showed that 86 percent of women say that looking good helps them feel better, and seven in ten women feel that keeping up their appearance gives them more confidence to cope with cancer.

Look Good... Feel Better (LGFB) is a one-of-a-kind national, cancer support program that helps women address the appearance-related side effects of cancer treatment. The survey looked at the extent to which cancer treatment affects the quality of life of female cancer patients and the role support programs play in improving their quality of life.

"As both a survivor and a physician, I believe that every woman with cancer should reach out and take advantage of cancer support programs, such as Look Good... Feel Better, to maintain a good, healthy quality of life," said Dr. Runowicz.

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Additional survey results include:

Appearance-related issues

- 78 percent of women interviewed say they have experienced changes in their appearance due to cancer treatment
- 66 percent feel that their quality of life in the area of their appearance was negatively impacted by their cancer treatment experience, and few women (10 percent) give high ratings to their quality of life during treatment in the area of appearance

Cancer and the Workplace

- 59 percent of women who worked during treatment say that, when at work, it was important to look as they did before treatment
- 38 percent of women feel that their profession was negatively impacted by their cancer treatment experience

Relationships

- 73 percent of women say that their relationship with a spouse or significant other was impacted by their treatment experience
- Additionally, women say that their relationships with friends (80 percent), parents (69 percent), siblings (64 percent) and children (59 percent) were also affected
- Nearly half (47 percent) of women feel that people treat them differently as a result of their cancer treatment – a statistic that is especially true among the women who have experienced significant changes in their appearance; of these women, 72 percent have noticed different treatment from others

Overall Quality of Life

- 77 percent of women feel that physicians should recommend support programs to help enhance patients' quality of life
- Three out of four women say that dealing with cancer has caused their stress level to increase

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“Shortly after I started chemotherapy, the American Cancer Society referred me to the Look Good... Feel Better program,” said Marian C. Bennett, cancer survivor, age 58. “The experience made me feel like myself again. I couldn’t wait for my family and friends to see the ‘new’ me. Being a part of this program helped me improve my overall outlook on life and feel in control again.”

In Canada, Look Good Feel Better is sponsored by the member companies of the Canadian Cosmetic, Toiletry and Fragrance Association (CCTFA) and is in its eleventh year. Free, two-hour workshops are offered in 66 hospitals and cancer-care facilities across the country. Led by industry-trained cosmeticians and wig specialists (more than 1,200 across Canada), Look Good Feel Better workshops provide a safe and supportive environment where women benefit from the support and shared experiences of other women living with cancer, and also have the opportunity to learn makeup tips, hair alternatives, nail and skin care, and cosmetic hygiene.

The 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.

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