



For Immediate Release

NEW WORKSHOP IN PRINCE GEORGE, B.C. HELPS WOMEN LIVING WITH CANCER TO LOOK GOOD AND FEEL BETTER

PRINCE GEORGE, BRITISH COLUMBIA (DECEMBER 7, 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 **PRINCE GEORGE**. This national public-service program is dedicated to helping 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 offer free, two-hour workshops on a monthly basis, **starting on December 13, 2004**.

Since 1992, Look Good Feel Better™ has taught more than 500,000 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 more than 90 hospitals and cancer care facilities across Canada. Look Good Feel Better™ workshops, delivered by more than 1,800 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 Prince George, Look Good Feel Better™ workshops are offered once a month at the Prince George Regional Hospital between 12:30 p.m. and 2:30 p.m., Women interested in participating in the workshop are invited to register by calling (250) 564-0885 or 1-800-914-5665.

more...

“Look Good Feel Better™ 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™.

"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, then Head of Surgical Oncology for 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: (416) 275-3273
jthompson@lgfb.ca