



For Immediate Release

Put *sparkle* back in the eyes of women living with cancer

Look Good Feel Better and Loblaws Launch National Fundraising Campaign with \$150,000 Goal

TORONTO, Ontario (August 2005) – Look Good Feel Better™, the national cancer support program that helps Canadian women manage the appearance-related side effects of cancer treatment, today announced a partnership with Loblaw Companies Ltd. on an exciting new fundraising campaign. From September 3 to October 1, a \$2 donation at all “Refresh” and “Drugstore Pharmacy” counters to support the program’s work will give donors a Look Good Feel Better-branded opalescent *sparkle* lip gloss. The lip gloss comes in a 22 ml tube and is branded with the program’s signature sunrise logo.

“We are dedicated to putting the sparkle back in the eyes of women living with cancer,” says Elaine Brown, vice president, Look Good Feel Better. “The Canadian Cosmetic, Toiletry and Fragrance Association is extremely proud of the program, and through member companies like Loblaw Companies, continues to build awareness of Look Good Feel Better™.”

The campaign’s goal is to raise \$150,000 to assist the national public-service program in helping Canadian women living with cancer to manage the appearance-related side effects of cancer and its treatment.

“Loblaw Companies is delighted to partner with Look Good Feel Better on this new initiative, and we look forward to having a big impact on this program’s goals,” says Gerald Vandenberg, Loblaw Companies vice president of Drugstore Pharmacy.

To raise additional funds, the campaign also features a \$2 *sparkle* paper cutout available for purchase that will be signed by the consumer and displayed at the “Refresh” and “Drugstore Pharmacy” counters.

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Endorsed by the



A Program of the Canadian Cosmetic, Toiletry and Fragrance Association Foundation

420 Britannia Road East, Suite 102, Mississauga, Ontario L4Z 3L5 T 905 890-5161 F 905-890-2607
Registered Charity under BN 13374 0316 RR0001 lookgoodfeelbetter.ca



Availability

Look Good Feel Better *sparkle* lip gloss is exclusively available at “Refresh” and “Drugstore Pharmacy” counters at Loblaw stores across Canada; including Atlantic SaveEasy, Atlantic Superstore, Dominion (in Newfoundland & Labrador), Extra Foods, Fortinos, Loblaws, Maxi (including Maxi & Cie), No Frills, Provigo, The Real Canadian Superstore, The Real Canadian Wholesale Club, Valu-Mart, Your Independent Grocer and Zehrs from Saturday, September 3, 2005 to Saturday, October 1, 2005.

About Look Good Feel Better™

The first Look Good Feel Better workshop was held in September 1992 at Princess Margaret Hospital in Toronto. According to Dr. Denny DePetrillo, Professor Gynecologic Oncology at University of Toronto, “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.”

Look Good Feel Better is a program of the member companies of the Canadian Cosmetic, Toiletry and Fragrance Association and is supported by numerous external sponsors. Since 1992, the program has helped more than 500,000 women living with cancer to learn about skin and hair care and the use of cosmetic techniques. The cornerstone of the program is a free, two-hour workshop currently offered at more than 90 hospitals and cancer-care facilities across Canada. For further details, visit lookgoodfeelbetter.ca or call 1 800 914 LOOK.

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For more information, interview opportunities or photos, please contact:

Nationally

Jennifer Wasley at 416 423 6605 or jennifer.wasley@porternovelli.com

Quebec

Vital Adam at 514 527 5508 or vital.adam@porternovelli.com

Western Canada

Alisa Cooper at 604 602 6405 or alisa.cooper@porternovelli.com