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DreamBall Celebrates Look Good...Feel Better and Cosmetic Industry Support

The 22nd Annual DreamBall raised \$2.5 million dollars to support **Look Good...Feel Better®** and the American Cancer Society at a black-tie gala at the Waldorf=Astoria in New York on September 12. The event honored cosmetic industry leaders Jack L. Stahl, former president & chief executive officer, Revlon, Inc; Charles H. Townsend, president and chief executive officer, Condé Nast Publications, Inc.; and Peter Born, executive editor, beauty, *Women's Wear Daily International Beauty Report* and *Women's Wear Beauty Biz*. Pia Awal, a two-time cancer survivor and the 2006 "DreamGirl" shared her experiences with **Look Good...Feel Better** and how it helped her through her cancer treatment and recovery.

The DreamBall is the primary fund-raising event for the **Look Good...Feel Better** program and has raised more than \$31 million since 1987. It is hosted by the American Cancer Society in cooperation with

the Cosmetic, Toiletry and Fragrance Association Foundation (CTFA Foundation) and supported by the cosmetic and personal care products industry. Funds from the DreamBall are divided between the CTFA Foundation for LGFB, the American Cancer Society's Eastern Division, as well as the American Cancer Society National Home Office, earmarked for **Look Good...Feel Better** activities.

On behalf of all the women, teens, and men who will benefit from this support that makes **Look Good...Feel Better** possible, thank you to the honorees and cosmetic industry companies for their support of the DreamBall.

For more information about **Look Good...Feel Better**, visit the LGFB Web site at www.lookgood-feelbetter.org. ■

See Page 2 for a List of DreamBall Patrons and More DreamBall Photos!



(l-r) Louanne Roark, vice president, CTFA Foundation; Pamela G. Bailey, president & CEO, CTFA; Rosemary Mackey, first vice president, American Cancer Society's Eastern Division; and Don Distasio, chief executive officer, American Cancer Society, Eastern Division; with the DreamBall check.

More Dream Ball Photos!

Quote from DreamBall Honoree, Peter Born:

“...Chuck and I spent an afternoon in a **Look Good... Feel Better** class and we were struck by the sense of determination in the room. After reading the statistics and realizing that these women had been through a [difficult] experience, it was startling to see how these patients, who had been fighting for their lives, were now engrossed in learning to apply eye-shadow. They were making an investment in themselves because they believed they had a future. There was no judgement, instead there was comradery. The women were helping one another and one of the patients was cracking jokes about how she loves to go out to restaurants. When her husband comes home and asks what’s for dinner she replies with another question, “where?”

For [two] hours that day, these women took a vacation from cancer. They were just people trying to make themselves attractive and that is a world of difference. And that is the critical element that the industry has been providing for the last 17 years to those who need it most.”



(l-r) DreamBall honorees Peter Born, Charles H. Townsend, and Jack L. Stahl.



2006 “DreamGirl” Pia Awal, a two-time cancer survivor, shared her experiences with **Look Good...Feel Better** at the 2006 DreamBall.

Many thanks to the following companies that were Patron Donors for the 2006 DreamBall (\$15,000 donation or above)

Platinum Patrons (\$50,000)

Condé Nast Publications/
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Gold Patrons (\$30,000)

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Marketspace
SAPPI Fine Paper North America
Shiseido Cosmetics (America) Ltd.
The Estée Lauder Companies, Inc.

DreamBall is an event hosted by the American Cancer Society (ACS) Eastern Division in cooperation with the CTFA Foundation and supported by the cosmetic and personal care products industry.

Encouraging Usage of the New Online LGFB Participant Evaluation Tool

Have you seen the new online **Look Good...Feel Better** Participant Evaluation? We hope so! In fact, we encourage all **Look Good...Feel Better** (LGFB) volunteers, host site coordinators, and American Cancer Society staff to visit the LGFB Web site (www.lookgoodfeelbetter.org) and click on the "Participant Evaluation" box on the right-hand side of the screen. Pretend you are a group program participant and fill out an evaluation. You'll see firsthand just how easy the process is. (Just don't hit the "submit" button at the end of the survey.)

The online tool is an easy, inexpensive, and efficient way to gather information about the participants and their opinion of the program on a national level.

Look Good...Feel Better group

program participants are starting to hear about and complete the evaluation. Thank you for spreading the news about this important tool by 1) referring all group participants to the yellow evaluation information card found tucked inside each LGFB patient booklet in LGFB kits packed since February 2006; 2) telling all the people involved in LGFB programs about the availability of the evaluation; 3) encouraging those people who don't have internet access to ask their friends or family members who own a computer to help them complete the evaluation; or 4) referring participants to their local library so they can fill out an evaluation using a public computer. ■

A Sampling of Results from the LGFB Online Evaluation

(Based on first 100 respondents)

35 % were between the ages of 50-59
27 % were 60-69
21 % were 40-49
10 % were 30-39
5 % were 70-79
and 1 % was 18-24 years old.

88 % were Caucasian
3 % were African American
2 % were Chicana or Mexican-American
1 % was Asian
1 % was Native Hawaiian or Other Pacific Islander

31 % heard about LGFB through a medical professional (doctor, nurse, or social worker)
17 % through their local American Cancer Society office
14 % through hospital promotion
11 % through a friend or relative
5 % through another patient
3 % through the LGFB or other Web site

3 % through their hairdresser or stylist
2 % through media (magazine ad, television, radio)
and 13 % responded "other"

65 % of respondents were being treated for breast cancer
12 % for ovarian cancer
6 % for lung cancer
4 % for lymphoma
2 % for brain and other nervous system cancers
2 % for colon and rectal cancers
and 1% for melanoma of the skin, uterine, and pancreatic cancers.

79% rated the LGFB program overall "Very Useful"
18% rated it "Useful"
1% rated it "Somewhat Useful" and 1% rated it "of Little Use"
95% of respondents would recommend LGFB to other cancer patients, while 5% responded "No comment."

Training Wheels

Yearly Calendar Planning for **Look Good...Feel Better** Sessions

October or early November is an ideal time for ACS staff or volunteer coordinators to begin planning a yearly calendar of **Look Good...Feel Better** group sessions. Here are some ideas to get started:

* Establish a standard letter to send to all LGFB host site coordinators requesting a list of preferred dates and times to hold LGFB group sessions for the entire year.

* Remind your host site coordinators to secure rooms for LGFB sessions. Let host sites know that you will confirm or negotiate the dates with them by a specified deadline, but preferably by December 1.

* Once dates are confirmed, prepare a master calendar of all scheduled LGFB sessions in your area. Enter the information into the Community Resource Database (CRD). This information can then be shared with the public when they call 1-800-395-LOOK or visit www.lookgoodfeelbetter.org. ■

A Letter of Thanks

The CTFA Foundation received a letter (right) from a **Look Good...Feel Better**® (LGFB) participant that demonstrates how **LGFB** positively impacts the lives of women battling cancer. ■

“Wait - Don't Tell Me”

What type of “service” is NOT available to staff from the “staff room” of the **Look Good...Feel Better** Web site, www.lookgoodfeelbetter.org?

- a) Volunteer Roster and Volunteer Profile reports (of LGFB volunteers)
- b) 5160 labels (Avery labels including names and addresses of volunteers)
- c) Tote bag photo
- d) Program Finder
- e) *LGFB Newsletter* (latest issue)

answer: d. “Program Finder” is located on the LGFB home page. It is not located in the “staff room.”

Note to staff:

To access the “Staff Room”, you must use your LGFB Staff Room password. If you do not know your password, please contact Joyce Hoskey at the ACS National Office at 404-329-5721 or Joyce.Hoskey@cancer.org. For technical assistance or to update volunteer records contact bastianm@ctfa.org.

May 11, 2006

Dear [Look Good...Feel Better]:

For the past 10 months, I have been undergoing chemotherapy for Gestational Trophoblastic Disease, a relatively rare cancer that starts out as a pregnancy. To experience all the joy of conceiving, then to end up with cancer and no baby was, to say the least, difficult. In addition, my husband and I currently live in Europe, so we have been apart for most of our second year of marriage, as I have been here in the States undergoing treatment and he has been continuing to work in Bulgaria. It has not been an easy year for me or my family.

After some poking and prodding from my family and friends, I recently attended one of the **Look Good...Feel Better** sessions at the Mayo Clinic. I was initially reluctant. When my hair, eyebrows, and eyelashes fell out and my skin was looking so bad, I started avoiding mirrors because it was easier that way. I felt ridiculous putting on cosmetics when I was in such bad shape, thinking it was like putting a coat of paint on a house that was falling apart. I had tried on wigs, but felt like I was dressing up for a costume party and was sure that everyone would stare at me knowing this was a wig. Of course, people stared at me when I wore scarves, so there was no winning that battle anyway. I decided I had nothing to lose and I would go to a session.

Opening the bag of cosmetics made me feel like a kid at Christmas. There is nothing more fun than playing with new beauty products and trying them out. I think it really got everyone attending out of their shell and talking. Trying on the wigs was hard for me, but having a cheering section of fellow chemo patients made me feel more at ease and I started to have fun with the process. By the end of the session, we were all trying on each other's wigs and laughing. We all left that day feeling a little rejuvenated and better equipped to face the future. I know I stopped feeling like I was slapping a coat of paint onto a dilapidated house; instead I felt like I was in control of something for the first time in 10 months, I was in control of the way I looked. This means so much when you are stumbling your way through a very dark time and feeling like you have control over virtually nothing in your life, not your body, your emotions, or your future. My husband also thinks it's great because thanks to the program, he now has “two wives,” the brunette and the blonde!

All too often in today's hectic world, people don't take the time for “niceties,” to say things like please and thank you. Which is why I wanted to say thank you; to you, the volunteer cosmetologist that attended our session, the American Cancer Society, to the [CTFA] Foundation, and to the National Cosmetology Association and all their members. The **Look Good...Feel Better** program is a wonderful way of empowering cancer patients and giving back. Thank you for your generosity and kindness and know that it does not go unappreciated. I will certainly think about Avon, Chanel, Estée Lauder, Johnson & Johnson, Mary Kay, L'Oréal, Procter & Gamble, Raquel Welch Wigs, and all the other generous companies in a different light. And I have made sure to tell all my friends and family about the generosity of these companies and the good they are doing.

Again, thank you for caring and for doing something about it.

Look Good...Feel Better Participant
Glendale, Arizona

Contributor's Corner Series: A LGFB Donor Company

Profile: Lindi Skin

Lindy Snider, president & CEO of Lindi Skin, knows a lot about the side effects of cancer treatment: both her parents are cancer survivors, and two of her closest friends were diagnosed with different forms of cancer. Seeing her family and friends struggle with the harsh side effects of cancer treatment, specifically ultra-sensitive skin, prompted Snider to develop a line of skin care products to ease these common side effects experienced by cancer patients undergoing treatment.

With the help of her friend, singer-songwriter Lauren Hart who was being treated for non-Hodgkin's lymphoma, Snider gathered a group of cancer patients to try her products and offer recommendations.

With the input from this informal focus group, Lindi Skin sold its first products from its Web site in May 2004. The product line includes 14 products for the face and body which are available in select retail stores and medical centers and can be ordered on-line at www.lindiskin.com.

Lindi Skin recognized **Look Good...Feel Better** (LGFB) as their preferred charity for a "Pink Ribbon Charity Event" broadcast on QVC as part of Breast Cancer Awareness Month on October 3, 2006. The one-hour event focused on products selected by QVC to help people going through cancer treatment. QVC reaches 8 in 10 American women and 89,700,000 U.S. homes offering broad exposure for LGFB. Lindi Skin will donate 10% of product sales from the QVC special to the CTFA Foundation to benefit LGFB.

Lindi Skin has been involved with LGFB for the past three years, joining more than 40 companies who donate products to LGFB kits. "**Look Good...Feel Better** has a fantastic program that helps reach people through their toughest times. Since LGFB programs bring emotional and practical solutions for people going through cancer treatment, it aligns well with the philosophy and mission of our company. We are proud to work with **Look Good...Feel Better**," commented Snider. ■

Look Good...Feel Better® Exhibits at the UICC World Cancer Congress 2006

Look Good...Feel Better® (LGFB) exhibited at the International Union Against Cancer (UICC) World Cancer Congress, July 8-12 2006 in Washington, D.C., where nearly 10,000 of the world's foremost cancer control leaders and practitioners were in attendance, including representatives from governmental agencies, public health organizations, and the medical community, and cancer scientists and researchers. LGFB had the opportunity to educate this audience on the role the program plays in helping men, women, and teens with cancer cope with the appearance-related side effects of cancer treatment.

Two LGFB posters were also presented at the Congress. The first, entitled **Look Good...Feel Better** Workshops: "A Big Lift" for Women with Cancer, was presented by researchers from the Princess Margaret Hospital and the University of Toronto. LGFB has been offered in Canada since the early 90s. It examined the impact of participation in LGFB workshops on self-image, social interactions, perceived social support, and anxiety in women living with cancer.

Researchers Ying Leng Chow and Emily Ang of Singapore, presented the second poster, The **Look Good...Feel Better** Workshop – A Supportive Care Program for Women with Cancer. This study evaluated the effectiveness of the LGFB program in improving self image, self-esteem, and confidence of women with cancer. Their results concluded that cancer patients who attended LGFB showed improvements in all three of the areas researched. ■



CTFA Foundation's Misty Bastian spoke with attendees at the UICC World Cancer Congress.

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- ACS staff can access a downloadable online version of the *LGFB Newsletter* through the “staff room” section of the LGFB Web site, www.lookgoodfeelbetter.org. LGFB volunteer records can also be accessed from the “staff room”.
- The *LGFB Volunteer Registration Form* is used to capture cosmetology and general volunteer information. Please complete the *Volunteer Registration Form* when certifying or updating cosmetology volunteers and to update information on general volunteers as well. All volunteer information should be submitted to bastianm@ctfa.org at the CTFA Foundation for entering into the LGFB Volunteer Database (accessible via staff room - see above bullet).
- The cosmetic applicator sponges now found in the LGFB makeup kits were provided through the Estée Lauder Companies. They worked with their vendor (Sinron) to get the sponges donated for LGFB. Thank you, Estée Lauder Companies!
- LGFB volunteers and staff are invited to submit LGFB stories for placement on the LGFB Web site to Misty Bastian at the CTFA Foundation at bastianm@ctfa.org. Select stories will be published on the LGFB Web site on a rotating basis!
- All volunteers in the database automatically receive this newsletter. Know someone else who needs it? Know a volunteer who isn't getting it? E-mail bastianm@ctfa.org to update an address.

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*22nd Annual
DreamBall raises
2.5 million!
see cover story*