



Look Good...Feel Better® Frequently Asked Questions

What is Look Good...Feel Better?

Look Good...Feel Better is a free, non-medical, brand-neutral national public service program created to help individuals with cancer look good, improve their self-esteem, and thereby manage their treatment and recovery with greater confidence.

Look Good...Feel Better offers advice to cope with the appearance side effects of treatment through group programs, self-help materials, web sites, and brochures.

What are Look Good...Feel Better group programs?

Group programs consist of a two-hour, hands-on workshop with a **Look Good...Feel Better** volunteer beauty professional which includes a 12-step skin care/make-up application lesson, demonstration of options for dealing with hair loss, including wigs, scarves and accessories, and nail care techniques. Attendees also use and take home complimentary cosmetic kits in their appropriate skin tones (light, medium, dark, extra dark) with a helpful instruction booklet.

Who can attend group programs?

The group program is open to all women living with cancer who are undergoing radiation, chemotherapy or other forms of treatments. In the United States alone, 650,000 women have participated in the program.

Where can I find a group program?

Look Good...Feel Better is available in every state, the District of Columbia and Puerto Rico. Group programs are held in comprehensive cancer centers, local Hospitals, American Cancer Society (ACS) offices and other community settings.

Look Good...Feel Better is offered around the globe in Argentina, Australia, Canada, Denmark, France, Germany, Ireland, Israel, Italy, Netherlands, New Zealand, Norway, Poland, Singapore, South Africa, Sweden, Switzerland, and the United Kingdom.

How many group programs are offered in the U.S. each year?

There are approximately 8,700 group programs offered nationwide in 2,500 locations, including comprehensive cancer centers, local hospitals, ACS offices and other community settings.

What if there is not a group program in my area or I don't feel well enough to attend a program?

Individual sessions in salons can be arranged, and a free self-help video and step-by-step instruction booklet are available. View at our web site www.lookgoodfeelbetter.org or call 800-395-LOOK (800-395-5665) to order.



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What is *Luzca Bien...Siéntase Mejor*®?

Luzca Bien...Siéntase Mejor, the **Look Good...Feel Better** Spanish bilingual program, was introduced in 1991 and is available throughout the U.S. either as dedicated Spanish language workshops, or as bilingual patient workshops. All collateral program materials are available in Spanish.

Does *Look Good...Feel Better* only offer programs for women?

In addition to the women's program, **Look Good...Feel Better for Teens** and **Look Good...Feel Better Better for Men**® are offered.

What is *Look Good...Feel Better for Teens*?

Look Good...Feel Better for Teens, originally launched in 1996, is for teenagers ages 13 to 17 and provides information addressing the appearance and sociological side effects related to cancer and its treatment. All program leaders receive specialized training to address issues relevant to teens. The program is available at select U.S. locations. To find out if there is a program near you, go to www.lookgoodfeelbetter.org/audience/teens/program.htm or call 800-395-LOOK (800-395-5665).

An additional resource, www.2bMe.org, is available for teens with cancer. This web site addresses appearance-related issues, health matters and concerns about peer relationships.

What is *Look Good...Feel Better for Men*®?

The **Look Good...Feel Better for Men** brochure was created in 2003. This self-help brochure for men undergoing cancer treatment provides information on appearance related side effects of treatment, as well as other useful tips. The brochure is available on line at www.lookgoodfeelbetterformen.org, by calling 800-395-LOOK (800-395-5665) or through select cancer support centers nationwide.

Who sponsors *Look Good...Feel Better*?

The program is a collaboration between the Personal Care Products Council Foundation, a charitable organization established by the Personal Care Products Council, the leading national trade association representing the global cosmetic and personal care products industry; the American Cancer Society, one of the nation's largest voluntary health organizations; and the National Cosmetology Association (NCA), a national organization of more than 25,000 hairstylists, wig experts, estheticians, makeup artists and nail technicians.

The Personal Care Products Council Foundation provides \$1.5 million annually in financial support, program oversight, and all makeup and materials to implement the many services of the program; ACS administers the program nationwide; and NCA enlists its members to participate as **Look Good...Feel Better** volunteer beauty professionals. Each year, the cosmetics industry donates more than one million pieces of cosmetics, valued at approximately \$10 million.

The three sponsoring organizations work together to provide:

- Patient education through group or individual sessions or self-help materials;
- Free program materials including videos and pamphlets;
- Free makeup kits for each patient participating in a group workshop.



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Who can volunteer for *Look Good...Feel Better*?

Thousands of volunteer beauty professionals participate in the program. All are trained and certified by the Personal Care Products Council Foundation, ACS and NCA at local, state and national certification workshops. Other volunteer health care professionals and individuals also give their time to the program.

How many volunteers does *Look Good...Feel Better* have?

Fourteen thousand (14,000) volunteers, cosmetologists, health care professionals and individuals give over 224,000 hours of service each year to the program.

Are the volunteers recognized for their work?

Look Good...Feel Better instituted the Sunrise Award in 1994 to honor outstanding dedication from volunteers at both the state and national level.

How long has *Look Good...Feel Better* existed?

The program was founded and developed in 1989 by the Personal Care Products Council Foundation, a charitable organization established by the Personal Care Products Council, the leading national trade association representing the global cosmetic and personal care products industry.

Where can I learn more about *Look Good...Feel Better*?

Visit the *Look Good...Feel Better* web site at www.lookgoodfeelbetter.org.

To find the nearest English or Spanish program or to volunteer, call 800-395-LOOK (800-395-5665) or contact your local ACS office.

Contact: info@lookgoodfeelbetter.org at (202) 454-0313 or info@personalcarecouncil.org

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