



look good **feel better**
SUPPORTING WOMEN WITH CANCER

Look Good Feel Better – Facing Cancer with Confidence

Look Good Feel Better is the only international cancer support charity providing practical support for women and teenagers suffering from the visible side effects of cancer treatment.

Finding out you have cancer is daunting and life-changing. The added stress of the appearance related side effects of treatment can be demoralising and feel overwhelming. This can have serious consequences on self-esteem and confidence at a time when a positive attitude is vital.

Look Good Feel Better is dedicated to improving the self-esteem, confidence and wellbeing of people undergoing treatment for any sort of cancer. It is our aim to improve their self-image and appearance through free group and self-help skincare and make-up workshops and masterclasses.

In the UK, Look Good Feel Better gained charitable status in 1993 and has to date provided support to over 100,000 patients. Our services have the support of over 50 leading companies and brands from the Beauty and Fragrance Industry, as well as many other organisations who recognise the benefits of our Programme.

Many beneficiaries tell us that Look Good Feel Better helped them regain a sense of control and normality at a time when diagnosis and treatment can make everything feel overwhelming.

"The whole experience was outstanding. It's not just about a bit of make-up, it's not vanity - it's about control. It gives women the strength to fight this horrible disease." Fiona, LGFB Beneficiary

Workshops and Masterclasses are available in venues across the UK. They are conducted by our trained Look Good Feel Better beauty volunteers who share their tips and techniques for minimising side-effects such as skin changes, eyebrow and eyelash loss.

Cancer can rob a woman of her energy and strength but with the support of Look Good Feel Better it need not take away her self-confidence.

For more information please visit our website: www.lgfb.co.uk

Call: 01372 747500 or email: info@lgfb.co.uk

Charity Registration No: 1031728



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UK Facts and Figures

Look Good Feel Better (LGFB) was formed in the UK 20 years ago specifically to help women combat the visible side-effects of their cancer treatment. Our aim is to greatly increase women's self-confidence and self-esteem at a very difficult time in their lives and we are strongly supported by the Beauty and Fragrance Industry.

- We hold our free skincare and make-up workshops in over 75 hospitals and cancer care centres across the UK – in 2013 LGFB held more than **1,200 workshops** and supported over **12,000 women and teenagers**
- In 2013 we launched our '10 Step' Masterclasses which enables LGFB to support women in community-based groups and in new areas not already offering our service. We will run 150 Masterclasses this year, reaching an additional **1,500-2,000** people
- We have reached more than **100,000** women during the past 20 years
- Over **1,500 volunteer beauty consultants** work alongside LGFB UK
- We run special workshops for **teenage** cancer patients
- In our 'core' workshops every woman receives a gift bag of full size products to use through our 12-step skincare and make-up regime and these are generously donated by the Industry
- In order to reach many thousands more women undergoing treatment, LGFB UK offers a major self-help initiative, the LGFB Confidence Kit. This is an extensive DVD and 48-page booklet designed to bring our full service to people in their own homes
- In June we launched a new mobile information service, 'Look Good Feel Better – On the Move!' to celebrate our 20th Anniversary. Travelling around 20+ cities, this new initiative will enable us to reach even more women and teenagers suffering with the visible side effects of cancer treatment
- We have positive links with magazines, newspapers and, of course, the staff and management of our 50 member companies and brands (*listed overleaf*)
- LGFB UK is fortunate to be supported by several major retailers including Boots, The Perfume Shop, Tesco, Selfridges, Harvey Nichols and Fenwick
- The LGFB service is available in 26 countries worldwide and over **1.4 million** women have been supported to date
- We recently undertook a major research initiative which highlighted that 97% of respondents felt more confident after attending a LGFB workshop and this remained at 96% three months later

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LGFB UK Member Companies & Brands

COSMETIC MEMBERS

Bare Escentuals
bareMinerals

Boots UK Limited *
No 7

Beauty at Tesco

Chanel *

Clarins

Combe International *

Coty UK Limited *

Designer Parfums

Elizabeth Arden *

Estée Lauder Companies *
Aveda
Bobbi Brown
Clinique
Crème de la Mer
Estée Lauder
Jo Malone
Origins

Godrej Consumer Products (UK) Limited

Kenneth Green Associates

La Prairie UK

Laura Mercier

* founder members

L'Oréal UK *
L'Oréal Paris
Garnier
Maybelline
Lancôme
YSL Beauté
Urban Decay

LVMH Group *
Parfums Christian Dior
Parfums Givenchy
Guerlain

Mama Mio

Nars

Procter & Gamble UK *
Max Factor
Olay

Puig (Creative Fragrances)

Revlon International *

Shiseido (UK) Limited*

Sisley UK

CORPORATE MEMBERS

A&E Connock
Arthur Edwards Associates
Charles Worthington Salons
Esprit Magazine
Givaudan UK Limited
Hearst Magazines UK
London College of Beauty Therapy
Look Magazine
Mymarketmonitor.com
Mail on Sunday's You Magazine

RETAIL MEMBERS

Feelunique.com
The Perfume Shop

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