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Look Good Feel Better

The Look Good Feel Better program

The Look Good Feel Better program was founded and developed in 1989 by the Personal Care Products Council (at the time called the Cosmetic, Toiletry and Fragrance Association, or CTFA), a charitable organization supported by the cosmetic industry, in cooperation with the American Cancer Society (ACS) and the Professional Beauty Association (or PBA), a national organization that represents hairstylists, wig experts, estheticians, makeup artists, and other professionals in the cosmetic industry.

All cosmetology volunteers who are part of the program attend a 4-hour certification class to ¹²become a Look Good Feel Better volunteer.

Look Good Feel Better is free, non-medical, and salon and product neutral. Volunteers and program participants do not promote any cosmetic product line or manufacturer. All cosmetics used in the group program have been donated.

Group workshops

The Look Good Feel Better group workshop is a 2-hour, hands-on workshop which includes:

- A detailed description and demonstration of the 12-step skin care and makeup program
- Instruction on options relating to hair loss, including wigs (types/care), turbans, and scarves, nail care
- Helpful suggestions on clothing and ways to use flattering colors and shapes, as well as ways to camouflage areas of concern during cancer treatment.

Each patient participating in a group workshop receives a free kit of cosmetics, donated by the cosmetic industry, to use as tools to learn techniques during the program and take home. A group program typically includes 6 to 10 patients and several volunteer licensed beauty professionals who conduct the workshop.

One-on-one salon consultations

For patients who are unable to go to a group workshop, a free, one-time individual salon consultation with a volunteer cosmetologist might be available in their area. During these sessions, women use their own cosmetics to learn the same techniques taught in group sessions.

At-home materials for women

The Look Good Feel Better program at-home materials are available for patients who can't attend the program. The at-home materials are available for free by calling 1-800-395-LOOK (5665). The at-home video can also be found at lookgoodfeelbetter.org³. These materials include

- One 30-minute DVD, Look Good Feel Better At Home Guide to Confidence and Beauty
- A step-by-step Look Good Feel Better patient guide (the same booklet as in the cosmetic kits)
- A virtual makeover tool at lookgoodfeelbetter.org⁴
- The LGFB Beauty App for iPhone and iPad
- An evaluation form

The DVD features:

- Appearance-related side effects of cancer treatment
- Detailed skin care information
- How-to makeup tips
- Wig information
- Pointers on head coverings

The patient guide also covers all of the topics listed above plus nail care.

Materials are also offered in [Spanish](#)⁵, and bilingual programs are available in some areas.

For more information, call our toll-free number, 1-800-395-LOOK (1-800-395-5665) or visit the Look Good Feel Better website at www.lookgoodfeelbetter.org⁶.

At-home materials for men

At-home materials are available for men dealing with cancer-related appearance changes. Information is online at lookgoodfeelbetterformen.org⁷ under Programs. There is also a Look Good Feel Better for Men brochure (item #4663.76) which can be ordered through the Look Good Feel Better toll-free number, 1-800-395-LOOK (5665) or through your local American Cancer Society office.

The brochure is for men who are getting chemotherapy or radiation treatment. It gives them information on how to deal with the way treatment and side effects can change the way they look, as well as other useful information. The brochure also features a tear-out sheet of steps to help men with their daily skin and hair care routines. This brochure is available in English and [Spanish](#)⁸.



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