



P IA AWAL

DREAMGIRL 2006

Until June 2002, Pia Awal had always been perfectly healthy. Then just days after her 27th birthday, she was suddenly diagnosed with Acute Myelogenous Leukemia (AML).

An inspiration to all who know her — her friends, family, and her students at Manhattan's Dalton School, where she taught second grade — Pia fought the cancer with fierce determination, a sense of humor, and a resilient spirit.

In March 2003, after surviving several grueling rounds of chemotherapy, she was declared cancer-free. A marriage proposal from Tim and

planning their wedding signaled what was sure to be a bright future.

On June 17, following a routine visit to Memorial Sloan Kettering Cancer Center, Pia learned that her cancer had returned. Her best chance to survive the relapse was to undergo aggressive chemotherapy, followed by a stem-cell transplant.

"I was cancer-free for almost two years, was recently engaged and

Tim and I were preparing for our future. The thought of losing my hair, canceling our engagement party and maybe even postponing our wedding crushed me."

Admitted for an intense round of chemotherapy, Pia soon experienced the side effects of treatment. "Having to travel down this road again was the last place I thought I would be," she remembers. "Six days after my re-diagnosis, I attended a *Look Good...Feel Better* session at Memorial Sloan Kettering Cancer Center with 10 other women.

In the session, Pia and the other women learned the tools to help cope with the side effects of their chemotherapy. "To learn about beauty and makeup was exciting, but to participate in the session with other women who, like me, had cancer was transformative. Each woman shared an experience similar to mine. We were united by our cancer and would likely lose our hair and see changes in our physical self and experience a fundamental change in who we were. Yet, through the support of the *Look Good...Feel Better* program, we would overcome these challenges."

Pia and Tim were married in July 2005 and Pia is continuing her healing process — an important part of which is to empower and help other young patients going through cancer treatment.

Pia is using her platform as *Look Good...Feel Better's* 2006 Dream-Girl, to share her experiences with others who might find themselves in the same situation she was in just a few years ago, imparting her thoughts, inspirations and aspirations of life after cancer with other survivors and encouraging them to attend a *Look Good...Feel Better* program.

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— Pia Awal



WITH A TUBE OF LIPSTICK AND SUPPORT LOOK GOOD...FEEL BETTER GIVES WOMEN WITH CANCER HOPE

It was nearly twenty years ago, that the cosmetic industry was approached with a unique opportunity to enhance the lives of women in a whole new fashion. The concept unfolded when an oncologist approached the Cosmetic, Toiletry and Fragrance Association (CTFA) with a simple idea: If a woman undergoing cancer treatment can be made to feel better about herself and take control of the appearance changes she experiences because of chemotherapy, her self-esteem will improve and she will be able to face her diagnosis and treatment with newfound confidence.

This simple idea inspired CTFA to take action, marshalling the resources, expertise and support of the cosmetic industry to develop the *Look Good...Feel Better* program. To infuse additional expertise and create an infrastructure to support the program, relationships with the American Cancer Society and the National Cosmetology Association were formed and the program became a reality in 1989. Over the years, 500,000 women have participated in *Look Good...Feel Better* programs across the country. Each year, 50,000 women take part in nearly 8,000 workshops hosted in large and small communities alike. And, while many of the women arrive at *Look Good...Feel Better* feeling tentative, self-conscious and a bit unsure, they depart feeling rejuvenated and in control, with a smile on their face. Their reac-



“ It was a very uplifting experience during down times. Great program. ”

– Stephanie Donato



tion continuously demonstrates the value and power of that one simple idea.

Tonight, we celebrate the cosmetic industry for the vision to recognize a good idea, and the dedication to make it a reality. We celebrate the *Look Good...Feel Better* program collaborators – the American Cancer Society and the National Cosmetology Association - for helping achieve the dream envisioned nearly two decades ago.

IN GOOD COMPANY...

Cancer has a way of robbing an individual – both physically and emotionally. For the estimated 697,510 women who will be diagnosed with cancer in 2006*, many are likely to have treatments that affect their appearance. The disease can take away strength, energy and desire. It will affect the way a woman looks while she undergoes treatment. But with *Look Good...Feel Better*, it doesn't have to affect how she sees herself, or how others may see her.

Look Good...Feel Better is a thriving, ongoing collaboration of the CTFA Foundation, the American Cancer Society and the National Cosmetology Association. Working together, these three organizations help to improve the quality of life of women living with cancer by enabling *Look Good...Feel Better* to offer its services free of charge, with each delivering their own unique and essential contribution.

The American Cancer Society administers the program nationwide, National Cosmetology Association recruits and trains program volunteers from its membership of more than 20,000 hair and makeup experts and the CTFA Foundation provides the makeup, materials and financial support (with cosmetic industry backing) for the program.

Over the years, the cosmetic industry has raised \$29 million to support *Look Good...Feel Better* and the American Cancer Society through



the DreamBall. The industry donates nearly \$10 million of product to the *Look Good...Feel Better* program annually as well.

GIVING WOMEN THE TOOLS THEY NEED...

Since its inception, *Look Good...Feel Better* has been not only about what it does for women on the outside, but how it makes them feel on the inside. It has never been about medical procedures. Instead, it is about giving women the tools they need to take control of the appearance-related side effects of cancer treatment and feel better about themselves.

Each two-hour, hands-on *Look Good...Feel Better* workshop includes a 12-step skin care/makeup application lesson, a tote bag filled



“This is a wonderful program. It is unbelievable that all of those organizations would invest that much time and money to caring for cancer patients. I want to thank everyone, I had a ball.”

– Connie Rogers

*American Cancer Society, Cancer Facts & Figures 2006

“ This was enlightening and supportive. I appreciate the donations from the companies that donated the excellent cosmetics. I hope they know how much it meant to us ”

– Eleanore Kobertson



with products from CTF member companies supporting the 12 steps, demonstration of options for dealing with hair loss, and nail care techniques. They are held at comprehensive cancer centers, hospitals, American Cancer Society offices, and community centers.

Many women enter *Look Good... Feel Better* sessions reluctant and uncertain about how a program like this can help. But, once they find themselves among other women who are experiencing some of the same feelings, the dynamics change. By the time they leave a *Look Good...Feel Better* session, they take with them a new, more positive outlook and improved self-esteem.

Group programs consist of 5-to-10 people; offering each woman a sup-

portive circle and representing the highest level of expertise available in *Look Good...Feel Better* service. The program also serves women through one-on-one consultations with certified *Look Good...Feel Better* volunteers; self-help video instruction, on-line information available on the Web site, and a toll-free number offering specially trained patient service representatives.

For Spanish-speaking women in need of a *Look Good...Feel Better* program, there is *Luzca Bien...Siéntase Mejor*. Created in 1991, it is currently available throughout the United States as either a dedicated Spanish-language session or as a bilingual program (based on community need). All collateral materials are available in Spanish upon request, there is a Spanish-language section of the Web site, and Span-

ish-speaking operators are available at the toll free number.

For information about *Look Good... Feel Better*, and how to locate sessions nationwide (English or Spanish), call 800-395-LOOK, or visit the Web site at www.lookgoodfeelbetter.org.

REACHING BEYOND WOMEN...

Teens, many of whom may already have a fragile sense of self, and men are also affected by the distressing appearance-related side-effects of cancer treatment. *Look Good...Feel Better* has customized programs designed to address their specific needs.

Look Good...Feel Better for Teens, a program for adolescents, aged 13-to-17, provides information on dealing with the appearance and sociological side effects related to cancer and its treatment. Originally launched in 1996, the program is now available in 18 locations across the country. Materials have been created exclusively for teenagers, and all program leaders receive specialized training to address physical, social and psychological issues relevant to adolescents.

A Web site, www.2bMe.org, was developed in 2001 as an additional resource for teens with cancer. The site addresses appearance-related issues, health matters and concerns about peer relationships.

Look Good...Feel Better for Men is a practical guide to help men deal with some of the side effects of cancer treatment including skin changes, hair loss, stress, and other issues they may face. The guide is available through the local office of the American Cancer Society or by calling 800-395-LOOK. Information on *Look Good...Feel Better for Men* is also available on the Web site at www.lookgoodfeelbetterformen.org or by visiting the *Look Good...Feel Better* Web site at www.lookgoodfeelbetter.org and clicking on "Men."

LOOK GOOD...FEEL BETTER IN THE NEWS

“It was a real spirit lifter. They picked out a beautiful wig and styled it. They were so kind, I couldn’t put on makeup without my glasses and they made me look beautiful according to my husband. It was a wonderful experience. I learned to laugh about my bald head instead of cry. Thanks a million!”

– Ruth Drewery

The *Look Good...Feel Better* media buzz continues to hum steadily along, increasing awareness of the program and its services across the country.

This past year, *Look Good...Feel Better* was featured on two popular national programs. First, ABC-TV’s **Extreme Makeover: Home Edition**, where Paulita Lewis, from El Segundo, CA, participated in a specially arranged LGFB one-on-one session in San Francisco. This opportunity provided an estimated 25 million viewers across the country the opportunity to see and experience LGFB and what it means to the women who participate.

PAULITA LEWIS: Cancer’s all about having a positive attitude. And by looking good, you will feel good. And it’s wonderful [Look Good...Feel Better].

CONSTANCE RAMOS (Extreme Makeover Designer): It’s the great-

est thing to have someone just help you out a little bit to try to put some of that normalcy back in your life. So you will look good and you will feel better.

Last year, the Food Network brought its cameras and Giada De Laurentiis, host of the popular show **Behind the Bash**, to the Dream-Ball to capture the behind-the-scenes preparations and the event itself, providing viewers with a fantastic snapshot of the industry’s involvement.

An exclusive *Look Good...Feel Better* breakfast was held at the Elizabeth Arden Spa Café in April, at the flagship Red Door Salon and Spa in New York. Here, reporters from major women’s magazines, including *Self*, *Cosmopolitan*, *More*, *Today’s Black Woman* and *Siempre Mujer* among many others, had the opportunity to meet and talk with patient graduates Elizabeth Shepard and this year’s DreamGirl, Pia Awal;

volunteer cosmetologist Teresa Lopuchin and celebrity hairstylist and *Look Good...Feel Better* program volunteer, Oribe.

Reporters have attended *Look Good...Feel Better* group sessions in Miami (FL), Los Angeles (CA) and Phoenix (AZ) resulting in media coverage in each top 20 market.

MIAMI HERALD: After surgery, radiation and chemotherapy, [Eli] Martinez [Look Good...Feel Better patient graduate] found a ‘ray of light’ in the program...if you can talk about beauty, there’s definitely hope...

LOS ANGELES: KABC-TV (CH 7), ABC, “We’ve all heard if you look good, you feel better. But now people who work with cancer patients say they have proof that this is true. Local volunteers reveal how a few strokes of an eyebrow pencil can improve the outlook of women with cancer.” – Denise Dador, Health Correspondent

PHOENIX: KPHO-TV (CH 5), CBS, “It is really a very special program, Look Good, Feel Better ... There were a variety of women at different stages in their treatment... it was comforting to know that you can go out and you can look like yourself and that you’re not alone. That’s one of the biggest things is to have an opportunity to be together with other women who are facing the same kind of thing that you have to face.” -- Melissa Marshall, ACS, interviewed by Jeanne Herwerth, Health Correspondent

In June *Look Good...Feel Better* released a Video News Release using the results of a *Look Good...Feel Better* “Self Appearance Survey” as the news hook and timed to National Cancer Survivor’s Day on

June 4. As a result, the piece aired in multiple top media markets, such as Dallas/Ft. Worth, Houston and Washington, DC.

WASHINGTON, DC: WUSA-TV (CH 9), CBS, "It's a fabulous program because when you're going through this, your confidence is really rocked and the [Look Good...

Feel Better] program helps you ... you know, you get a boost with your self-esteem and you feel as though you're looking better. The program is wonderful." – Elizabeth Shepard, Look Good...Feel Better Patient Graduate.

Ongoing media coverage has benefited Look Good...Feel Better by

way of the web, making the Look Good...Feel Better website (www.lookgoodfeelbetter.org) a destination for people seeking information on coping with cancer. Over the past year, the site has averaged almost 30,000 distinct visits per month and, for the greater part of the year, an average of one million hits per month.

LOOK GOOD...FEEL BETTER ON THE ROAD

Each year, *Look Good...Feel Better* hits the road to ensure that there is an ongoing dialogue with those influential communities who can help mobilize patients to take advantage of the program.

Of the many health and wellness exhibitions the program visits, one of the most prominent is American So-

ciety of Clinical Oncology's (ASCO) annual meeting, where an international audience of nearly 29,000 physicians, researchers and others involved in cancer care and treatment gathers to share information.

This past June, *Look Good...Feel Better* had the opportunity to educate this audience on the role the

program plays in helping men, women and teens living with cancer cope with the appearance-related side effects of their treatment and hear from those in the medical community the positive affects the program is having on patients in their care.

Look Good...Feel Better also participated at the Oncology Nursing Society (ONS) conference in Boston, Massachusetts in May, and at the UICC World Cancer Congress in Washington, DC in July.

LOOK GOOD...FEEL BETTER AROUND THE GLOBE

Look Good...Feel Better is available to help women around the world as they undergo cancer treatment. From Argentina to the UK, these international sister programs each operate independently as a licensee, sharing the *Look Good...Feel Better* name and mission, and expanding our effort to help people living with cancer. The newest addition to our international "family" is Switzerland, who officially launched their program in Zurich in December, 2005.

The program is also offered in 15 other countries, including Argentina, Australia, Canada, Denmark, France, Germany, Ireland, Israel, The Netherlands, New Zealand, Norway, Singapore, South Africa, Sweden and the United Kingdom.

“I thoroughly enjoyed the program. It was not only informative, but was also fun. It was like being a teenager at a makeup party. It was easy to forget that you were there because you had cancer. I learned some helpful hints about makeup and working with scarves. The cosmetologist was fantastic. Thank you for making this program possible. ”

– Cherie Schofield