
LOOK GOOD
FEEL BETTER

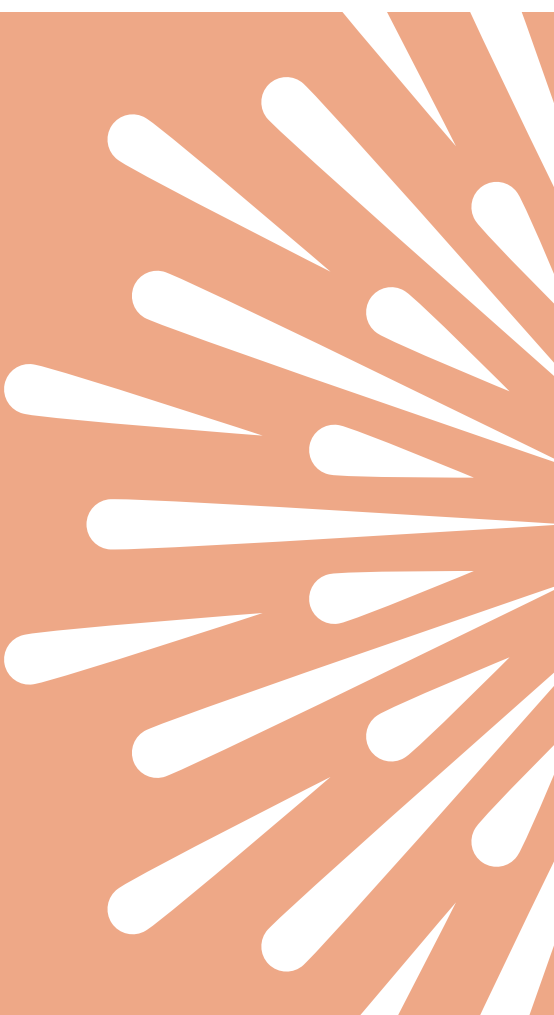
Healthcare
Practitioners

2023



WE NEED YOU.
YOUR HELP MAKES A BEAUTIFUL DIFFERENCE

LOOK GOOD FEEL BETTER
& HEALTHCARE PRACTITIONERS





"I think it's important to have tools to make cancer patients feel like ourselves. What I learned at the LGFB workshops helped reduce some of the depression associated with the physical changes we go through."

Meera U., Pediatrician, 1 kid



THE WORKSHOP



THE WORKSHOP IS ABOUT A LOT MORE THAN MAKEUP



Body image

Body image & appearance changes can be a major area of concern in up to **67%** of cancer patients¹

Look Good Feel Better & Healthcare Practitioners can make an important difference.

Scarring, hair loss & skin

Scarring, hair loss & skin changes can all have negative implications on short-term and long-term quality of life¹

References;

1. American Cancer Society/American Society of Clinical Oncology Breast Cancer Survivorship Care Guidelines. CA: Cancer J Clin 2016;66:43-73. Available at: <https://doi.org/10.3322/caac.21319>



CANCER RATES ARE RISING

233,900

Canadians were expected to be diagnosed in 2022

2 out of 5

Canadians will develop cancer

The appearance-related side effects can be **devastating**

Loss of hair, eyebrows, lashes, etc. often translate to a **loss of identity** - they no longer recognize themselves in the mirror.

This affects self-esteem, body image, sexuality, relationships, social roles, returning to work

More resources are needed when it comes to **psychosocial care**



Body image is a critical psychosocial issue for patients with cancer because they often undergo significant changes to appearance and functioning.¹

Reference;

1. Cororve Fingeret M et al. Managing Body Image Difficulties of Adult Cancer Patients. *Cancer* 2014;120:633-41.
Available at <https://doi.org/10.1002/cncr.28469>





WITH YOUR HELP WE CAN PROVIDE THE SUPPORT THAT MAKES A DIFFERENCE FOR PEOPLE

Look Good Feel Better provides health benefits to people facing all cancers by increasing confidence, well-being, and positive self-image.



HOW IMPORTANT IS RECOMMENDING A FREE 2-HOUR WORKSHOP?

A 2018 international study showed:

- A single group makeup workshop resulted in cancer patients reporting **reduction in depressive symptoms, higher QoL and self-esteem**
- Beauty care has **beneficial effects** on psychological outcomes **in cancer treatment**
- Participation in only one low-cost intervention, in women undergoing treatment, **improved their wellbeing¹**

References;

1. Richard A. *et al.* Recover your smile: Effects of a beauty care intervention on depressive symptoms, quality of life, and self esteem in patients with early breast cancer. *Psycho-Oncology* 2018:1-7. Available at: <https://doi.org/10.1002/pon 4957>





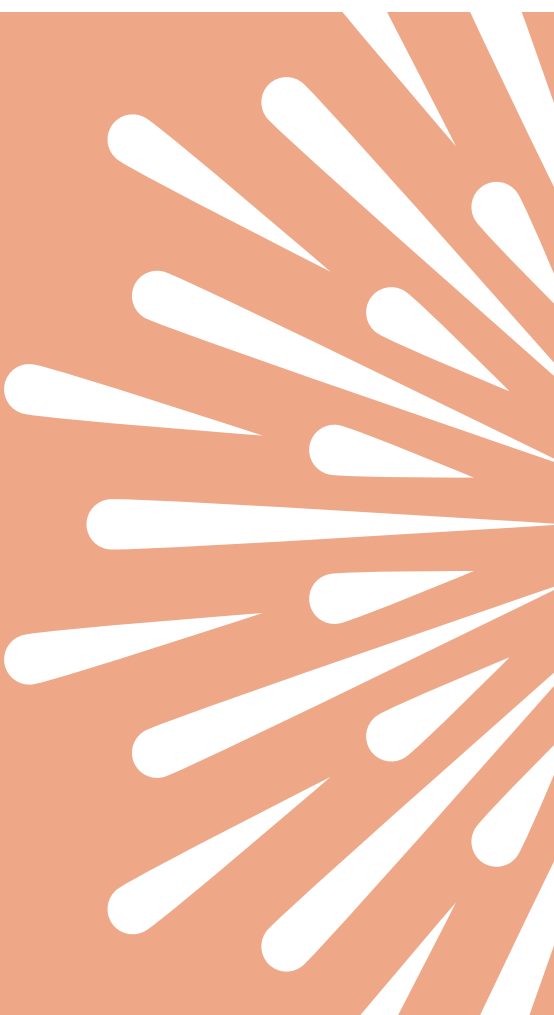
THE CASE FOR PSYCHOSOCIAL SUPPORT

DR. GARY RODIN



YOUR CRITICAL ROLE IN HELPING
PATIENTS COPE

THE ONCOLOGY TEAM IS THE FRONT LINE
OF EMOTIONAL SUPPORT



Nurses play a key role in educating patients about hair loss... and can inform patients of local resources that can help with psychosocial impacts. These include the Look Good Feel Better Program... designed to help people cope with the effects that cancer treatment can have on their appearance.



STUDIES AND STATS

2/3 of women view alopecia as one of the most traumatic events that occur during breast cancer treatment¹

ALOPECIA

can impact emotional well-being, and treatment adherence:



8%

of women said they would reject treatment because of alopecia alone². In women, it can spark depression, anxiety, obsession and low self-esteem.

40%

reported marital problems.

63%

reported adverse career-related issues³ Loss of hair is one of the most visible external sign of sickness

References:

1. Dr. Mario Lacouture, Dir. Oncoderm, Memorial Sloan Kettering Cancer Ctr, NYC. 2. Saggat V. *et al*: *Oncologist* 2013;18: 1126-1134. 3. Brough KR. *et al*; *Int. J Women's Dermatol.* 2017;3:53-57



WHAT HAPPENS WHEN YOU RECOMMEND A 2-HOUR WORKSHOP?



- Handing out a registration card for our workshop can help patients feel like themselves again during treatment
- Our workshops offer a supportive community that brings together people from all walks of life, sharing similar challenges



WHAT HAPPENS AT A WORKSHOP

This complimentary program provides support from makeup and hair experts, including:



Cosmetic hygiene,
skin care & sun care



Cosmetics & nail care



Discussions and
demonstrations on hair
alternatives



Guidance on alleviating
appearance-related
effects of cancer
& treatment



A free kit of products
to take with them

Since 1992, more than 250,000 women and teens have been helped by Look Good Feel Better

MEN'S WORKSHOP

There's a common misconception that men do not care about the appearance-related effects of cancer and its treatment.

But participants at our men's workshop reinforce the importance of having control over who is aware of their diagnosis and not letting their illness take over their identity.

A recent Look Good Feel Better survey of men who have faced cancer showed that before starting treatment, hair loss was their number one concern. However once starting treatment, they were most surprised by changes in their skin - **and felt a general lack of knowledge about skincare products and colour cosmetics.**

That's why after 30 years of success helping women and teens manage the appearance-related effects of cancer and its treatment, we have launched a new online workshop designed specifically for men facing cancer.

Learn how to
manage hair loss
– including eyebrows



Get tips on how
to shave safely
with less irritation



Learn how to
manage dry
and flaky skin



TEEN'S WORKSHOP

LOOK GOOD FEEL BETTER
Teen Edition

Tips and Tricks
to feel like yourself again

#SENSEOFSELFIE

FEELIN' YOURSELF?
SHARE YOUR LGFB
WORKSHOP SELFIE
WITH US ON
SOCIAL MEDIA!

@LGFBCanada

FACING CANCER TOGETHER
Visit LGFB.ca to read inspiring stories & connect with your peers!

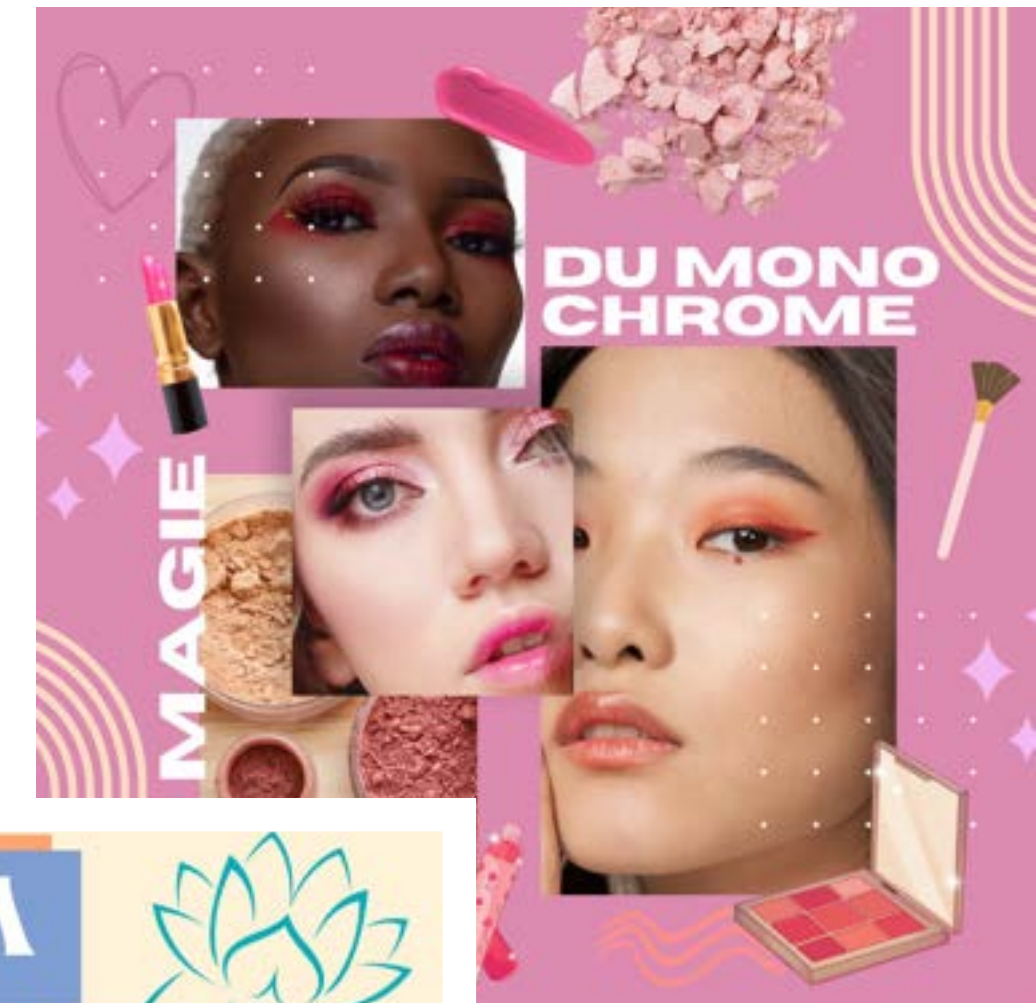
LOOK GOOD FEEL BETTER
BELLE ET BIEN
DANS SA PEAU

Teens facing cancer have a unique set of needs.

The diagnosis often comes at a time when they are just achieving independence and defining their sense of self.

Typically, it is more difficult for a teen to find someone in their age group or locally facing a similar challenge, so the chance to connect with other teens facing cancer is even more crucial.

LGFB delivers unique teen workshops based on what they identify they need and want.



LGFB supports the broad psychosocial definition of health that incorporates mental, emotional, social, and spiritual well-being.





YOUR LOOK GOOD FEEL
BETTER TEAM

OUR MISSION



Educate



Empower



Empathy



Equity



40% of Canadians are expected to develop cancer in their lifetime.

In the face of cancer, we help people feel more like themselves again by **EDUCATING** and **EMPOWERING** them to manage the appearance-related impacts of cancer and its treatment. . By building and delivering our programs with **EMPATHY** and **EQUITY**, we reflect and respect the unique experiences of all.



OUR PURPOSE



To enhance the quality of life for people facing cancer by helping to fill the gaps in psychosocial care.

Instinctively, we all know the benefits that come from feeling our best. We feel more confident, we make more social connections, our spirits are lifted. For those facing cancer, these benefits are even more crucial. And the research shows that what we know instinctively is valid.

Look Good Feel Better programming provides **proven health benefits** to those facing all cancers, by **increasing confidence, well-being, and a positive self-image.**

An international study showed that attending a single group workshop – like Look Good Feel Better - resulted in patients reporting a reduction in depression, higher self-esteem and higher quality of life.

References;

1. Richard A. *et al.* Recover your smile: Effects of a beauty care intervention on depressive symptoms, quality of life, and self esteem in patients with early breast cancer. *Psycho-Oncology* 2018;1-7. Available at: <https://doi.org/10.1002/pon 4957>



OUR IMPACT

More than

10,000

people are supported each year through our workshops, magazine, 1-800 line and educational online content.

85.8%

of our participants reported feeling somewhat confident **AFTER** attending the workshop compared to 38.% **PRIOR** to the workshop.

98.5%

of our participants would recommend our workshop to another person facing cancer.

More than

250,000

Women and teens have been impacted by LGFB's programming since 1992.



Help people with cancer recognise themselves in the mirror again

SUPPORTING CANADIANS FOR 30+ YEARS

Providing Supportive Health Care

For those facing all cancers and all types of treatment.

Offering a unique sense of community

By connecting with those facing a shared experience, to help them feel more like themselves and know that they are not alone.

Global reach

with LGFB programs in **27 countries**, delivering workshops along with advocating for increased availability of supportive health care.

Delivers a complimentary workshop

in more than **100 hospitals and cancer centres** in Canada, through **1,000 volunteers**.

Increasing confidence by addressing the appearance-related side effects of cancer

such as loss of hair, eyebrows and eyelashes, excruciatingly dry skin, post-surgical breast forms and bra options.





OUR VOLUNTEERS ARE
COSMETIC PROFESSIONALS



VOLUNTEER TRAINING

Workshops are delivered by a team of volunteers from the Beauty and Hair Alternative Industry.

Volunteers go through a complete accreditation process in order to volunteer.

Integrates psychosocial information:

- Confidentiality
- Understanding cancer, treatment, patient experience
- Participant care
- Dynamics of anxiety, grief etc
- Empathy
- Compassionate care



WORKSHOP GUIDING PRINCIPLES



Non-medical

Complimentary

(the program and take-home kit skin care and cosmetic products)

Product neutral



HERE'S A SNAPSHOT OF HOW WE HELP



Cosmetic Hygiene

During cancer treatment, the immune system is weakened and vulnerable to infection

We advise women to be very careful about personal and cosmetic hygiene - use disposable applicators and sanitize frequently!

Skin Care

Sun Protection

Face Makeup

Hair Loss

Choosing a wig

Head Coverings



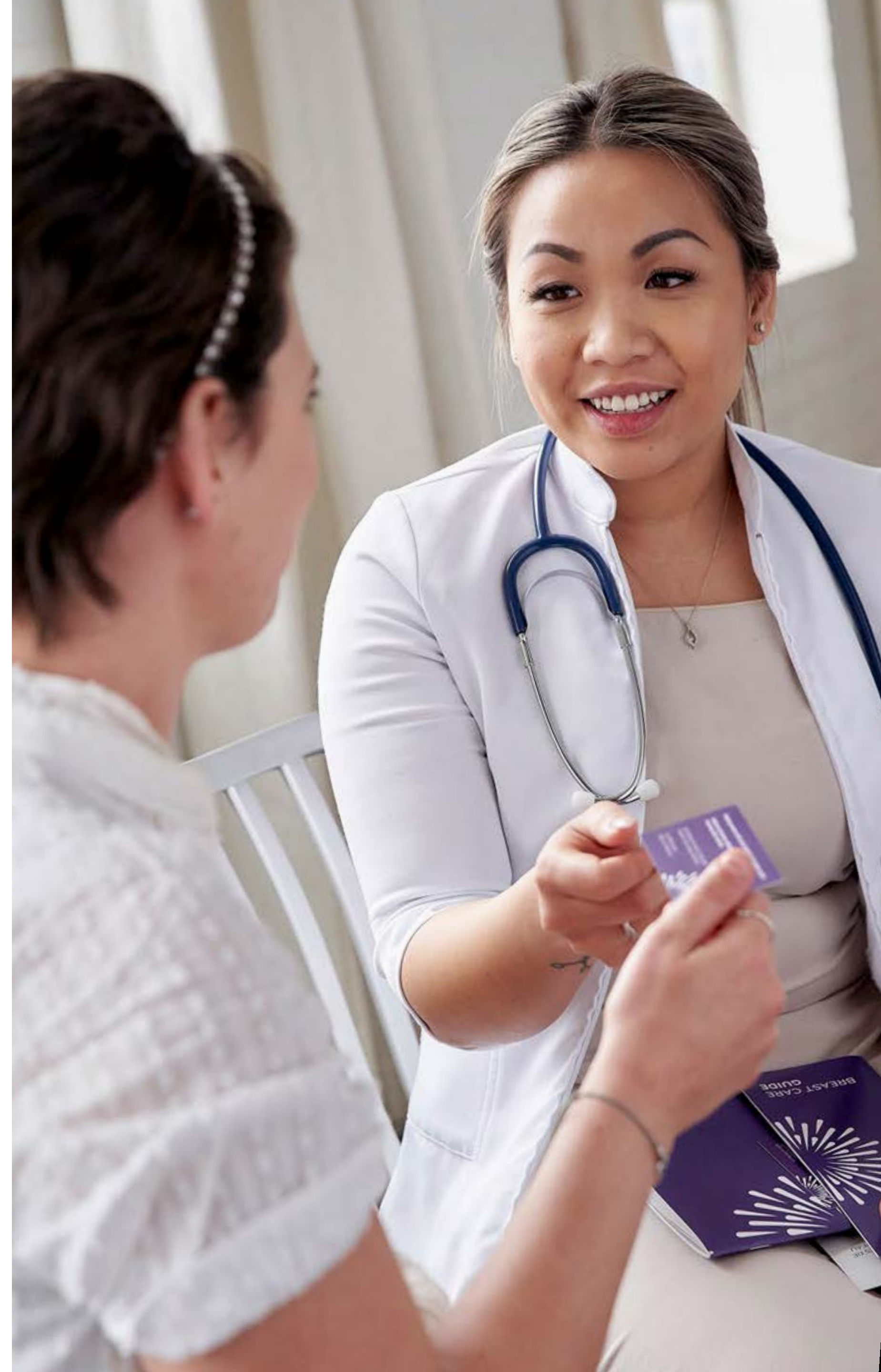
WE CAN'T MAKE A BEAUTIFUL DIFFERENCE WITHOUT YOU

We rely on you to recommend our program:

- 60% of participants are referred by their oncology team
- Encourage your patients to register online by using these online registration cards, or refer them to our brochure

Register online for a workshop in a few easy steps!

1. Visit lgfb.ca or call 1-800-914-5665
2. Click on Workshop/Register for a workshop
3. Select Province, City and click Search
4. Find Center and click Date to register



YOUR HELP MAKES A BEAUTIFUL DIFFERENCE

Intervene

Address self-esteem and appearance changes before cancer treatment

Introduce

Introduce LGFB to help with appearance-related effects of treatment and improve self-esteem

Implement

Recommend patient register for a workshop before or during treatment





"Patients regularly report that it is the single most helpful intervention they've participated in over the course of their cancer experience.

It allows adolescents and young adults in particular to feel what they are striving for: some semblance of control and normalcy, to feel like themselves"

Dr. Chana Korenblum, PMCC/SickKids Physician



"It was the first time I didn't feel different. The women shared their stories and it was the first time I had the courage to share mine... Look Good Feel Better is more than makeup - it's a place for women to feel safe among one another, a place for them to connect"

Loan Woll, LGFB Participant, Credit Valley Hospital

WE DO IT FOR HER



JOIN US

For **30 years**, our programs have supported more than **250,000** Canadian women in their most vulnerable moments with the LGFB complimentary workshops at the heart of their experience.

Today we are being asked to reach even more Canadians with our programming.

we **NEED YOU** - so we can continue to be there for **THOSE** we love.



THANK
YOU

