



SINGAPORE CANCER SOCIETY'S LOOK GOOD...FEEL BETTER MARKS 10 YEARS OF DEDICATION TO WOMEN AFFLICTED WITH CANCER

- ✚ Launches New website sponsored by L'Oréal to reach out to more women
- ✚ More women are benefiting from programmes on how to cope with the side-effects of cancer treatment and regain their self-confidence

Singapore, 18 November 2008 – The Singapore Cancer Society's Look Good...Feel Better programme is an established and active group formed by volunteers to help women cancer patients cope with their medical treatment.

The Singapore chapter of the Look Good...Feel Better was set up in 1997 by a group of volunteers patterned after the parent group in the US, which was established by Ed Kavanaugh, President of the US Cosmetic, Toiletry and Fragrance Association.

In 2002, it came under the fold of the Singapore Cancer Society. Since then, the group has been conducting more regular and structured workshop sessions. It provides support by addressing the women's concerns such as treatment, nutrition and assisting them to cope with their looks and to build their self-confidence as they journey with cancer.

These programmes which were run with the support of Cosmetic, Toiletry and Fragrance Association of Singapore (CTFAS) and the cosmetics industry cover topics such as:

- Hair Loss – care of the scalp
- Headgear – wigs, hats, scarves
- Caring for skin
- Caring for nails
- Make-up guide.

The programme is currently conducted at the National Cancer Centre Singapore, The National University Hospital, Changi General Hospital, KK Hospital, Gleneagles Hospital and Mt Elizabeth Medical Centre.



In 2003, 46 women attended its programmes which helped women take control of their appearance through the use of cosmetics and adopt a more positive attitude. The attendance rose by more than 100% by 2007 with 99 attendees.

At this juncture, Look Good...Feel Better recognizes the need to increase awareness about the programme and make information more accessible to the public. To this end, their first dedicated local website has been launched with the support of L'Oreal Singapore.

Explaining the launch of the new Look Good...Feel Better website, Ms Eleanor Wong, the programme's Chairperson, said: "Some women may still lack the confidence to come and join us at our programmes. Hence, we hope they will then use our website and try out the tips that we offer.

"We hope eventually they gain sufficient confidence to come and participate in our activities so that they can benefit even more through face-to-face interaction. This website would not have been possible without the enduring support of L'Oreal Singapore, whose sponsorship went beyond financial assistance but extended to the creation process of the website including the beautiful images you see."

The committee meets once every two months at the Society's premises and conducts their programmes once every month at one of the hospitals. Thanks to the support of CTFAS through the past 10 years, with the latest commitment from L'Oreal, it is hoped that more cancer patients will benefit from the Look Good Feel Better programme. Each participant gets a complimentary cosmetic kit as they are taught how to apply make-up.

The Society's Acting Chief Executive Officer, Ms Cheng Lay Tin said: "It is indeed commendable to have so many volunteers helping to keep the good work throughout these 10 years. We believe the volunteers are driven by the fact that they are making a difference in someone's life.

"It is very encouraging to see the participants gradually being drawn out of their feelings of set-back as they learn how to look good and feel better."

Going forward, Ms Wong said the group hopes to expand its current networking and reach out to more cancer patients. It also hopes to expand its programmes to benefit children and teenagers with cancer, and provide support through sharing and counseling sessions, where necessary. The committee plans to implement and get more volunteers to help and reach out to more cancer patients and hospitals.



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About Singapore Cancer Society

Established in 1964, Singapore Cancer Society is a self-funding voluntary welfare organization which has given free cancer care to thousands of needy patients through its welfare, hospice homecare and rehabilitation support programmes. In addition, the Society also provides free cancer screening services and promotes cancer awareness and prevention through its public education programmes.

The Society does not receive any funds from the Community Chest, and depends on public contributions and support to carry on its good work for the community.