

## **Cancer Patients Look Good ... Feel Better**

Going through cancer treatment changes how a person looks and feels. This, in turn, can modify ones' actions, relationships and life. If you are going through cancer treatment and want to be more comfortable in society again, realize you are not alone.

A 2006 survey conducted by the Cincinnati-based research firm R.L. Repass & Partners, Inc. among an on-line panel of 400 female cancer patients found:

- Majority of women surveyed (69%) said their appearance changed somewhat (37%) or a lot (32%) during chemotherapy or radiation
- Majority of women surveyed (83%) indicated they were somewhat self conscious (33%) or very self conscious (50%) of their appearance during treatment.
- Nearly half of women surveyed (47%) said that the change in their appearance during treatment resulted in friends treating them somewhat differently (28%) or differently (19%)
- Less than half of women surveyed had sought help to cope with appearance-related side effects of cancer treatment

The Personal Care Products Council Foundation, National Cosmetology Association (NCA) and your American Cancer Society (ACS) have worked to improve the quality of life of more than 370,000 cancer survivors in the U.S by offering the **Look Good...Feel Better** (LGFB) program. Now Los Alamos Council on Cancer (LACC) is collaborating with the ACS to bring and support this program locally. -60

LGFB is a free, non-medical, brand-neutral, national public service program supported by corporate donors to help women offset appearance-related changes from cancer treatment. -26

One aspect of this program is that trained cosmetologists provide each cancer patient with a gift bag from corporate donors of cosmetics worth anywhere from \$150 to \$300. The cosmetics industry as a whole donates more than \$10 million worth of cosmetics to LGFB participants in the US yearly. -49

To bring this program to Los Alamos, multiple organizations got involved in certifying cosmetologists. The Best Western Hill Top House generously provided a large room with refreshments. The Los Alamos Council on Cancer (LACC) located cosmetologists interested in contributing their services. The American Cancer Society provided a LGFB trainer to educate the cosmetic volunteers. And, Northern NM Cancer Care located a wonderful 50 year old cancer patient model with leukemia for the trainer's hair and makeup demonstration. -77

Trainer Loretta Tafoya spoke to six local cosmetologists, Doreen Archuleta, Angie Charlton, Debby Davis, Annette Maes-Livermore, LeAnne Parsons and Monica Stark during a three-hour session. They learned from Loretta and ACS videos how to: provide expert advice, offer participants instruction on caring for their skin, apply makeup, and

how patients cope with hair loss to help counteract the appearance-related side effects of cancer treatment.--67

The Los Alamos program is available to cancer patients in Northern New Mexico and will start sessions as early as July. -22

For more information about the LGFB program check out [www.lookgoodfeelbetter.org](http://www.lookgoodfeelbetter.org), call the Santa Fe ACS office at 946-3095, or look at LACC webpage at <http://www.losalamoscounciloncancer.org> where you can also register for LGFB Los Alamos sessions. --47

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