

YOU HELP MAKE A BEAUTIFUL DIFFERENCE

Look Good Feel Better &
Oncology Nurses



Cancer rates are rising in women

The cancer facts

- **103,200** Canadian women to be diagnosed this year
- **1 out of 2** Canadian women will develop cancer
- The appearance-related side effects can be **devastating**
- Loss of hair, eyebrows, lashes, etc. often translate to a **loss of identity** – she no longer recognizes herself in the mirror
 - This affects self-esteem, body image, sexuality, relationships, social roles, returning to work

More than ever, supportive and psychosocial care is needed as women facing cancer are even more isolated due to COVID-19

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

Here's a snapshot of how we help

Sun Protection

Skin Care

Colour Cosmetics

Makeup Hygiene

Hair Loss

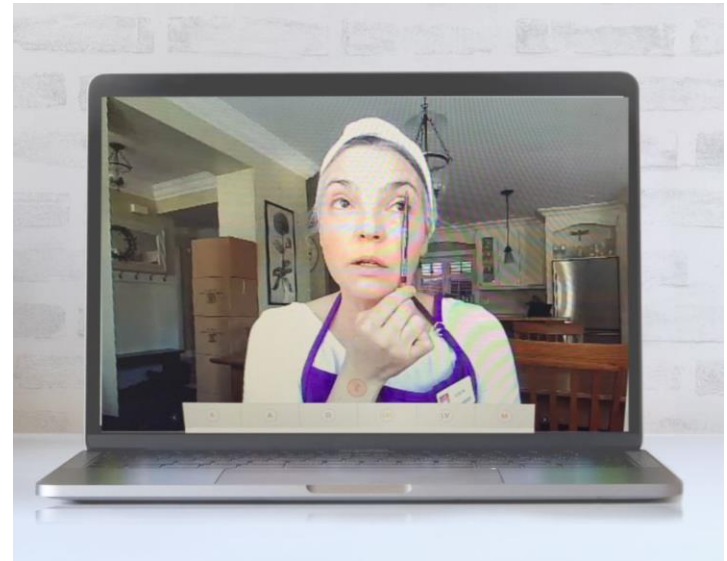
Wig Selection & Care

Breast Care & Forms



OUR WORKSHOPS ARE NOW OFFERED ONLINE!

- Four Workshops offered in English and French:
 - Skincare & Cosmetics
 - Wigs & Hair Alternatives
 - Breast Care
 - Teens
- Each one-hour in length
- Women may sign up for any or all
- Led by 2 expert volunteers



In a small-group format, participants can choose to join with or without cameras. Our volunteers not only deliver the workshop content, but are trained in encouraging sharing, connection and building community.

WHAT WOMEN ARE SHARING

- Social distancing protocols are leading to social isolation and negatively impacting mental health
- Hospital experiences have changed drastically with less engagement with other patients and friends or families at appointments
- Some are accessing our online workshop during their chemotherapy session- as a way to distract and cope
- By offering the workshop online, barriers such as childcare, location and travel expenses are eliminated
- 93% of women would recommend the LGFB online workshop to another woman facing cancer

Why do we do it?

“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



The case for psychosocial support

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



LOOK GOOD
FEEL BETTER
BELLE ET BIEN
DANS SA PEAU

The workshop is about a lot more than makeup

- Body image & appearance changes can be a major area of concern in up to 67% of cancer patients¹
- Scarring, hair loss & skin changes can all have negative implications on short-term and long-term quality of life¹

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

Reference

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

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

Reference

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>

2/3 of women view alopecia as one of the most traumatic events that occur during breast cancer treatment.¹

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. Saggar V, *et al*; *Oncologist*. 2013; 18: 1126-1134)
3. Brough KR, *et al*; *Int. J Women's Dermatol*. 2017;3:53-57

Your critical role in helping patients cope

The Oncology team is the front line of emotional support



60% OF OUR
REFERRALS COME A
WOMAN'S ONCOLOGY
TEAM

Your help makes a beautiful difference

Remember the Look Good Feel Better 3 “I”s

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

With your help we can provide the support that makes a difference for women

Direct your patients to www.lgfb.ca to register for up to 4 online workshops.

Share our brochures and referral cards and help her feel like herself again.





HELPING WOMEN WITH CANCER FEEL LIKE THEMSELVES AGAIN

Learn how to manage the appearance-related effects of cancer treatment with Look Good Feel Better. Led by expert volunteers, our free workshops for **women facing cancer** provide information on:

- **makeup hygiene**, the loss of eyebrows and eyelashes, sun safety, **cosmetics** as well as **skin** and **nail care**
- demonstration of various **hair alternatives**, tips on wig selection and easy scarf-tying techniques
- post-surgical **bras** and **protheses** (at select workshops)

The workshop is a safe environment to connect with other women going through a similar experience. You will receive a free kit with information, as well as makeup and skincare products.

To register for a workshop in your area or check out our online programs, visit lgfb.ca or call 1-800-914-5665.

   @LGFBCanada | lgfb.ca | 1.800.914.5665

LOOK GOOD FEEL BETTER® | REGISTREZ-VOUS EN LIGNE



REGISTER ONLINE FOR A WORKSHOP IN A FEW EASY STEPS!

STEP 1. Visit lgfb.ca

STEP 2. Click on Workshop / Register for a Workshop

STEP 3. Select Province, City and click Search

STEP 4. Select Centre and Date

STEP 5. Register and Submit

For more program information,
contact 1-800-914-5665

