



BEAUTY
GIVES
BACK

For immediate release

CANADIAN BEAUTY INDUSTRY TAKES ON THE CANCER BLUES

Foundation focuses the conversation on an overlooked part of the cancer story

TORONTO, ON, November 22, 2014 – The charitable foundation of the Canadian beauty industry today rebrands as **Beauty Gives Back**, signaling a renewed focus on helping women through what they have coined the “Cancer Blues”. Backed by both Canadian and international players, the foundation, which counts among its supporters Coty, Estée Lauder, Hudson’s Bay, L’Oréal, P&G, Shoppers Drug Mart and Unilever, has pledged to address this crucial but oft-overlooked cause.

The beauty industry, which counts over 95% of women as customers in their lifetime, is highly attuned to how women feel about themselves and is thus well poised to lead the charge against the Cancer Blues— which it defines as the emotional fallout from cancer and its treatment.

The Cancer Blues

For the majority of women, a cancer diagnosis unleashes as many emotional symptoms as physical ones. And studies that show that while there are steady advances in the way the medical system understands and treats the disease, the emotional aspect of a cancer diagnosis lacks any consistent recognition, and is therefore often ignored and rarely addressed. In fact, 87% of cancer survivors describe at least one psychosocial issue as ‘moderate’ or ‘severe’. And while physical changes are but one of the contributors to the Cancer Blues, a recent U.S. study found that over 75% of cancer patients acknowledged embarrassment and shame about one or more types of bodily changes during treatment.

“As a 25-year survivor of stage four ovarian cancer, I can tell you what the Cancer Blues mean to me,” says Sherry Abbott, Executive Director of Beauty Gives Back. “From feeling betrayed by my own body to the grief of never being able to have a family of my own, the fears, uncertainties and losses that come with a cancer diagnosis might have been the most difficult for me. Even decades later, the Cancer Blues continue to grip me as I live with physical and emotional effects of the cancer and the treatment I received.”

There are countless studies and surveys that connect—scientifically, statistically and anecdotally—the emotional state of patients with their ability to cope with their illness and their quality of life. In a survey of more than 600 oncologists, over 90% attached the highest value to the attitudes of hope and optimism.

Unfortunately, there is no unified societal recognition of these conditions that lead to the Cancer Blues. Studies in the U.S. report that many of these same patients voiced dissatisfaction with the care they received regarding their body image issues and would have liked additional



resources to help them cope, while a series of widespread studies in the UK found that cancer patients were 3 to 7 times more likely to suffer depression than the general population, and that 75% of people reporting these symptoms were not receiving treatment, partly because the lack of recognition of the Cancer Blues as a real and relevant malady kept them from seeking help.

For over 20 years, **Beauty Gives Back** has supported tens of thousands of Canadian women through the Cancer Blues with programs such as Look Good Feel Better and FacingCancer.ca, and it will continue to use its industry experience and expertise to do what women trust them to do—to make them feel human again in the face of the ravages of cancer and its treatment. In doing so, they help restore women’s confidence, and the confidence of those around them, to fight the disease with conviction and to live with dignity. Moving forward it will marshal its resources and partnerships to create a groundswell of public awareness and recognition of the Cancer Blues – so that women understand that they are not alone, and that they have permission to acknowledge their condition and to seek help in the same way they seek treatment for their cancer.

For more information, please contact:

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About the Beauty Gives Back

Beauty Gives Back is the charitable foundation of the Canadian beauty industry, supported by the member companies of the Canadian Cosmetic, Toiletry and Fragrance Association and others committed to the cause who provide vital funding, as well as donate cosmetic and personal care products and a number of goods and services, all necessary to deliver its programs free of charge to thousands of women annually from coast to coast. Beauty Gives Back does not receive any government funding. Registered charity BN 13374 0316 RR0001.

About the Programs

Look Good Feel Better is Canada’s only cancer charity dedicated to empowering women to manage the effects that cancer and its treatment can have on their appearance. At the heart of the program is the free, two-hour hands-on workshop where women with cancer learn simple cosmetic techniques, nail and skin care tips, hair alternatives and cosmetic hygiene, to help them look a little more like themselves again. Beyond beauty, it’s the support from other women, the sharing of empowering information, support of compassionate volunteers and laughter that helps workshop participants gain confidence, lift spirits and take control.

Launched in 2010, FacingCancer.ca is a companion program to Look Good Feel Better, offering an online community where women with cancer and those who support them can share, confide and connect with each other to help manage the social and emotional effects of living with cancer.

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