

LOOK GOOD FEEL BETTER JUNE 2012 WITH BEFORE & AFTER PHOTO'S



Gary Rom
HAIRDRESSING

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Look Good...Feel Better introduces new hair initiative with L'Oreal South Africa and Gary Rom

The Look Good...Feel Better (LGFB) initiative for women receiving cancer treatment has launched a new hair component to the programme with the assistance of L'Oréal South Africa and renowned local stylist, Gary Rom.

The programme is dedicated to helping women undergoing active cancer treatment overcome the distressing appearance-related side effects of their treatment. It aims to improve their self-esteem, self-confidence and quality of life through beauty workshops that teach them how to make the best of their appearance.

L'Oréal is a founding member of the programme and has actively supported it since its launch in 2005 by providing products to be used in the workshops. Until now, those products have been limited to skincare and cosmetic products, in line with the programme's core objectives.

But, with hair playing such a vital role in a women's sense of self-image and with its loss being a visible side effect of cancer treatment, the company offered to assist on the new pillar of the programme, which is dedicated specifically to hair and hair alternatives.

"We wanted to develop the programme further to include a more substantial hair component.

This is such an important part of helping people cope with their disease and their treatment.

L'Oréal has been such a fantastic partner in the programme over the years, it was the obvious choice to help us grow the programme in this way," says Look Good...Feel Better

Programme Director, Margaret Hewson.



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L'Oréal Professional Products General Manager, Jane Maclaren-Taylor, says the company was more than willing to assist, particularly given its position in the beauty industry.

"We really understand the importance of hair in women's lives. Plus, as a company that manufactures products in the cosmetics and skin and hair care ranges, we're in a unique position to be able to offer valued support in each of the components of the programme.

It was against this backdrop that we worked with LGFB to create the programme's new hair component through our Professional Products Division (PPD) in association with Gary, who is also the spokesperson for this module," explains Maclaren-Taylor. The new programme component aims to educate patients on the effects of cancer and cancer treatment on a person's hair as well as the rehabilitation thereof once they're in remission. To assist with this, Gary will personally share his advice and tips in this regard with

participants at selected workshops, and will help produce a DVD containing the same information for distribution to smaller centres across the country.

"Following cancer treatment, hair normally grows back with a different texture and shade, which can be very daunting for people. I feel it's important for people to get the correct consultation and guidance on how to handle these changes. So I'll be touching on what to expect regarding hair loss, regrowth and styling, as well as issues surrounding hair alternatives and wigs. The DVD will be used as both a training tool for the workshop volunteers and an educational tool for the workshop participants," says Rom.

L'Oréal's Professional Products Division has enjoyed a long relationship with Rom, who has been an exclusive L'Oréal stockist for the

past 25 years. "Gary has done some really amazing things in conjunction with the L'Oréal group both locally and internationally," adds Maclaren-Taylor "Together with the PPD brands, he launched the business programme, XMC, which helps salons to grow and develop their people and their businesses. In addition, he represented L'Oréal Professional and Kérastase as an ambassador and travelled the globe sharing his business acumen with the rest of the world."

Rom aims to further this partnership through the new initiative which, he hopes, will have a tangible impact in the lives of the participants. "We want to look after the men and women that are in remission. Our vision is to offer an initial complimentary cut and colour service to as many people as we can touch, thus educating the patients and uplifting them at the same time, in some small way," says Rom.

The new initiative will be rolled out through LGFB workshops across the country in the coming months.

Ends



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