

Look Good Feel Better

>> A patient program of DKMS

Vision and mission

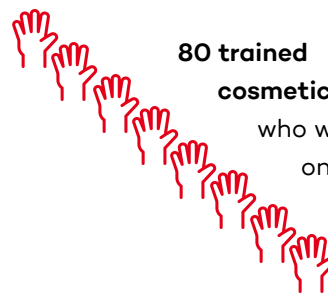
Through the Look Good Feel Better patient program founded in 1995, DKMS provides **hope and courage to people with cancer**, supporting them during treatment and **positively influencing their healing process**.

The cosmetics seminars offered as part of the program **increase the well-being of people with cancer** and give them a new zest for life. They provide **help for self-help**, which is intended to sustainably improve the self-esteem and thus the quality of life of cancer patients undergoing treatment. In this way, DKMS aims to **encourage people with cancer to fight the illness with optimism**. Leading doctors confirm that a positive attitude towards life can have a lasting positive effect on the healing process.

almost
190,000
patients in
seminars
since foundation in
1995



5,500
patients
in 2024



80 trained
cosmetics experts
who work for DKMS
on a voluntary basis



180,000 product
donations
from partner
companies in the
cosmetics industry
in Germany every
year

currently more
than **250 on-site**
seminars are
offered at over
50 locations
each year



around **400 virtual**
online seminars
annually

Together, we increase well-being for patients undergoing cancer therapy

Look Good Feel Better is an international program that is **active in 27 countries**. In Germany, the DKMS Donor Center is the licensee and official organizer of the seminars.

Program profile

With its Look Good Feel Better cosmetics seminars, the DKMS patient program **offers girls and women with cancer help in dealing with the external changes that occur during cancer therapy**. Trained cosmetics experts give **professional tips on skin care, makeup and makeup application techniques**. For that there are two different types of seminars for different target groups:

- Cosmetics seminars for cancer patients aged 22 and over or
- Beauty workshops for younger cancer patients between the age of 10 and 21

The seminars are offered both **virtually and live on-site** in cooperation with medical facilities and cancer counseling centers throughout Germany. The number of participants is limited to ten for on-site events, or twelve for online seminars. During a **seminar of about two hours**, a total of **twelve makeup steps are demonstrated**. All participants receive a **product package** containing at least twelve products, which are **provided to the program free of charge by various partner companies from the cosmetics industry**. The Look Good Feel Better program is **product-neutral, non-medical and free of charge for patients**. Seminar participants also have the opportunity to receive a free initial consultation with trained partner hairdressers on the subject of alternative hair solutions.

How to support us

The implementation of the program is based on three pillars:



Monetary donations

Financial support from private individuals, clinics and partner companies



Donations in kind

Cosmetic products provided free of charge by various manufacturers for the participants



Time donations

Voluntary commitment of our cosmetics experts and organizers in the clinics or cancer centres

Partners from the beauty and cosmetics industry include Douglas, ghd, L'Oréal, Estée Lauder, Eau Thermale Avène, Chanel, Christian Dior, Shiseido and La Roche-Posay. The program is also supported by numerous celebrity ambassadors, for example Lena Gercke, Guido Maria Kretschmer, Sylvie Meis, Riccardo Simonetti and Anna Hiltrop.

Donation account for the DKMS Look Good Feel Better program

DKMS Donor Center gemeinnützige GmbH
Deutsche Bank AG Reutlingen
IBAN: DE16 6407 0085 0013 2308 04
BIC: DEUTDESS640
www.lookgoodfeelbetter.de/Spenden

Contact

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DKMS

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As a **non-profit** organization we **register stem cell donors**, enable **access to therapies** against blood cancer, **support the further development of therapies** and **improve the well-being of patients**.

More information



lookgoodfeelbetter.de