

The Interplay of Fashion, Clean Beauty and Cancer

January 20, 2020



GLOBAL WELLNESS
INSTITUTE™

EMPOWERING WELLNESS WORLDWIDE

ROUNDTABLE AT A GLANCE

Together, We will **EXPLORE**:

- The “beauty advice” touch-points for an individual touched by cancer
- The needs of individuals looking for solutions to help them with their skin care and beauty needs
- Why individuals, touched by cancer, are developing clean beauty lines?
- Agreement on the framing that Cancer is not a Skin Type
- Key elements of communication messages to skin care brands on a route map to better support their end-consumer
- How to globally distribute the Clean Beauty and Cancer Survey

ROUNDTABLE TOPICS AT A GLANCE

90% of clients with cancer experience skin changes

A lot of movement in the Industry and Periphery

What are individuals looking for in general?

Are people looking for “Oncology Skin Care?”

Do they need brands that are only for People with Cancer?

Can they remain loyal to their existing brand?

DELIVERABLE: KNOWLEDGE WORKSHOP WITH MULTIPLE SKIN CARE BRANDS



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TEL AVIV

NOVEMBER 10-13, 2020 | TEL AVIV, ISRAEL

Workshop Sponsor:



The most destructive psychological impact of cancer is **BODY IMAGE**

BODY IMAGE is defined as **the attitudes, perceptions, and beliefs** with respect to one's body

A person's body image is a product of social and psychological experiences and shaped by one's impression and sense of physical appearance

POSSIBLE INDICATIONS OF GENERAL BODY IMAGE DISSATISFACTION

Body Image issues are linked to low self esteem and reduced social participation

- Dissatisfaction with appearance (dressed)
- Loss of femininity/masculinity
- Reluctance/ Avoidance to look at self naked
- Feeling less attractive / sexually less attractive
- Adverse effect of treatment / Loss of Body Integrity
- Self Conscious about appearance
- Dissatisfaction with scar/ prosthesis

“WHEN YOU LOOK BETTER, PEOPLE
TREAT YOU BETTER”

“IF YOU LOOK BETTER, YOU FEEL
BETTER, AND YOU MAY NOT REALLY
LOOK BETTER...
BUT AS LONG YOU THINK YOU LOOK
BETTER”

**How well a person is doing with
treatment**

How well a person is feeling

How much a person values their body

THE MEANING TO APPEAR NORMAL

TO APPEAR NORMAL SHIELDS FROM NEGATIVE PUBLIC ATTENTION AND PROTECTS
FROM SOCIAL JUDGEMENTS

AND, PROTECTS FROM STEREOTYPICAL REMARKS ASSOCIATED WITH LOOKING
DIFFERENT BECAUSE OF CANCER

Source: Bruent (2013)

THE MEANING TO APPEAR NORMAL

“To me its extremely important to just look normal, just to look like anyone else, not look any different.

You can feel different on the inside, but just to look like everybody else because you are just like everybody else... you just carry an emotional scar and that’s why its important to look like everyone else”

DOCTORS RECOMMEND COSMETIC, FACIAL SERVICES AND EDUCATION

Highlights of Body Image Intervention Studies

Cognitive-Behavioral Therapy Interventions³⁴⁻³⁷

- Therapeutic approach that targets dysfunctional cognitions, emotions, and behavior by alteration of cognitions
- Components included psycho-education, stress management, problem-solving, cognitive reframing and communication skills training

Other Psychological Interventions

- Psychosexual therapy focusing on communication training, sensate focus, and body image exposure³⁸
- Expressive-supportive therapy focusing on expression of thoughts and emotions, receiving and offering support, coping skills³⁹

Education Interventions

- Information disseminated in lecture formats to increase knowledge on disease and treatment with the aim of increasing self-efficacy⁴⁰

Cosmesis-focused Interventions

- Education on using cosmetics to improve appearance⁴¹
- Provision of beauty treatment regimens (mani- and pedicure, hairdressing, make-up)⁴²

Sensate-focused/Physical-fitness Interventions

- Massage therapy with the aim of stress reduction⁴³
- Hatha yoga focusing on changing patient's perceptions about and physical constraints imposed on their body⁴⁴
- Strength training and physical exercise to regain physical fitness^{45,46}

**10,000 Foot View:
Few Studies Exist on Skin Care
during Cancer Treatments**

Oncology is Not a Skin Type or Condition

- Certain skin conditions are more prevalent than others
- Skin conditions are a factor of individual's skin before treatments, cancer treatments, lifestyle factors, nutritional constitution
- Certain medical treatments create specific skin conditions – which are often out of scope for skin care brands and estheticians

Few quality of life studies exist on skin care during cancer

- The role of skin hygiene, moisturizing, calming products, and UV sun-protection are critical elements of protocols
- Protocols developed are based on ancillary knowledge
- Little to no studies exist on specific skin care ingredients and individuals going through cancer
- And sometimes the evidence is mixed: Aloe is found to be more harmful than beneficial for radiation burns.....

Initial Surveys Validate:

The supportive role of beauty therapists and estheticians

Managing one's perceptions of skin changes and image play an important role within integrative or complementary medicine

Individuals want information on what to use

10,000 Foot View: The Changing Landscape

10,000 FOOT VIEW: CHANGING LANDSCAPE

Focused on 1 or 2 issues

Started by Doctors

Or People with Cancer or Family with Cancer who wanting solutions

Primarily Retail

Limited back bar



10,000 FOOT VIEW: CHANGING LANDSCAPE

Program Varies by Country

Provide Instruction On Skin and Makeup Only in Most Countries

Gives combination of products out in light, medium, dark bags

**QUALITATIVE SURVEYS REPORT WOMEN FIND THE WORKSHOPS HELPFUL

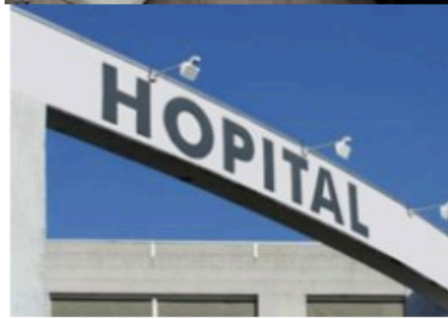
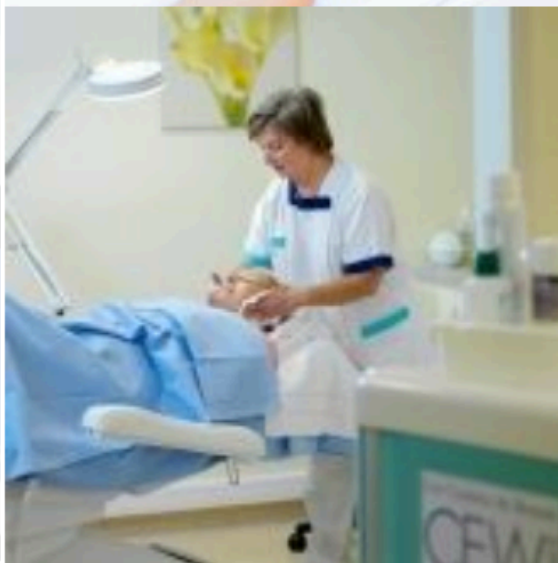


look good **feel better**

HELPING WOMEN WITH CANCER

10,000 FOOT VIEW: CHANGING LANDSCAPE FROM HOSPITAL TO COMMUNITY

In France, 29 hospitals with 31 socio-beauty therapists in hospital,
To help patients fight cancer, perform great beauty treatments to feel better
and to create another relationship (through listening).



LES CENTRES DE BEAUTÉ
CEW
FRANCE

30 000 treatments in 2016

10,000 FOOT VIEW: SEPHORA NEW FLAWLESS



10,000 FOOT VIEW: SEPHORA NEW FLAWLESS

With the introduction of Brave Beauty in the Face of Cancer, Sephora launches its first-ever class that focuses on solutions for those whose skin and hair have been affected by their cancer diagnosis.

It is part of the retailer's Classes for Confidence program, which provides complimentary workshops geared toward teaching basic makeup tips to build confidence in people who are in the midst of major life transitions.



Fearless is the new flawless

Looking and feeling your best helps you live more confidently. For that reason, Sephora developed Classes for Confidence to help inspire fearlessness in those facing major life transitions. Because you can live boldly. You are ready for any challenge. And now it's time to celebrate what fearless looks like—you.

10,000 FOOT VIEW: NEIMAN MARCUS SPA FOR PEOPLE TOUCHED BY CANCER

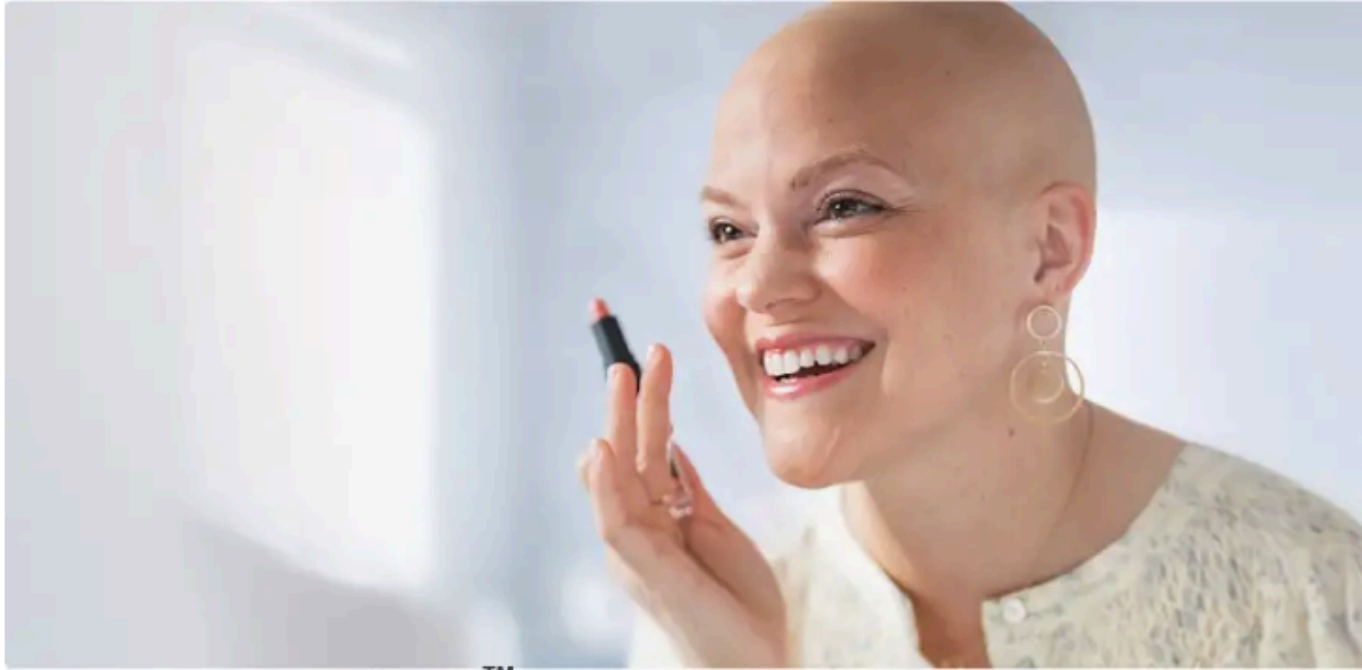
The Hopemore opens in Nieman Marcus

- Facials
- Scalp treatments
- Pre-treatment face and body preps
- Post-treatment regimens
- Hand treatments
- Wig services
- Corrective-makeup

Neiman Marcus



10,000 FOOT VIEW: WALGREENS FEEL MORE LIKE YOU



Feel More Like You™

When you're going through treatment for any type of cancer, the side effects can impact not only how you feel on the inside, but how you see yourself in the mirror. When you look more like yourself, it can help boost your mood and your confidence.

Our new Feel More Like You™ service features pharmacists and beauty consultants who are specially trained to help people better manage internal and visible side effects from cancer treatment. This new service is now available at select stores and it's free—no appointment needed.

[Find a store](#)

10,000 FOOT VIEW: WALGREENS FEEL MORE LIKE YOU



Beauty consultant guidance

Visible changes can vary with each person. After hearing your needs, our specially trained beauty consultants can suggest individualized makeup solutions and personal care products that can help you with:

- Hair loss and dry hair
- Dry skin and skin discolorations
- Sunlight sensitivities
- Changes to nails and cuticles

**Find a beauty consultant
at a participating store ›**



Pharmacist support

Many side effects aren't visible but can make you feel ill and uncomfortable. Our trained pharmacists can recommend tips or over-the-counter products to help relieve symptoms that include:

- Occasional nausea and vomiting
- Skin rash
- Increased fatigue
- Mouth sores and dry mouth

Get help managing side effects ›

Boots Cancer Beauty Advisors



General Guidelines for:

- Makeup
- Hair
- Skin
- Nails

**WE ARE
MACMILLAN.
CANCER SUPPORT**

