Beauty, Fashion And Publishing Industries Unite To Support Women With Cancer At Annual DreamBall

The Estée Lauder Companies' Daniel M. Annese and Shiseido Americas' Marc Rey Honored

Tamron Hall of NBC News and MSNBC Will Host Gala Benefiting the Look Good Feel Better® Program

NEW YORK, Sept. 22, 2016 /PRNewswire-USNewswire/ -- The Personal Care Products Council Foundation and the American Cancer Society announced today the details for the 32nd annual DreamBall, to be held on Wednesday, September 28 at Cipriani, 42nd Street, in New York City. The annual DreamBall gala benefits the **Look Good Feel Better** program. For 27 years, Look Good Feel Better has been the only free, nationwide program dedicated to helping cancer patients address the appearance side effects of treatment to improve their self-esteem and confidence. Look Good Feel Better is offered through a collaboration of the Personal Care Products Council Foundation, the American Cancer Society and the Professional Beauty Association.

This year the event will honor two outstanding beauty industry leaders: Daniel M. Annese, Global Brand President, Aramis and Designer Fragrances, The Estée Lauder Companies, and Marc Rey, President and CEO of Shiseido Americas. Tamron Hall, co-host of the third hour of NBC News' "TODAY" and anchor of "MSNBC Live," will serve as the Mistress of Ceremonies.

Also being honored at the event are two "DreamGirls" and Look Good Feel Better participants: Tony and Grammy nominated Broadway star Valisia LeKae, and teen sensation and America's Got Talent semi-finalist Calysta Bevier. The two inspiring ovarian cancer survivors and nationally renowned singers will share their stories on stage, and perform together at the event.

"The DreamBall is extraordinarily important for Look Good Feel Better, as it raises the majority of the funds that make it possible to help 50,000 women annually to feel strong, beautiful and in control during cancer treatment," said Louanne Roark, Executive Director of the Personal Care Products Council Foundation and Look Good Feel Better. "We are so proud to honor industry veterans and longstanding Look Good Feel Better supporters Marc Rey and Daniel Annese, and our two extraordinary DreamGirls, and so grateful for the continued support of so many in the beauty, fashion and publishing industries who make our program possible."

"At the American Cancer Society, we regularly hear from patients that the aesthetic side effects that accompany treatment for ovarian cancer, or any cancer, can be emotionally debilitating," says Kris Kim, Executive Vice President and Eastern Division Operating Officer for the American Cancer Society. "The Look Good Feel Better Program helps alleviate this anxiety, so women can refocus their attention on healing."

The DreamBall will be immediately followed by the signature *DreamBall After Dark*, a special after-hours event aimed at engaging the next generation of philanthropic leaders within and beyond the beauty industry in support of the Look Good Feel Better program. Guests will enjoy cocktails, hors d'oeuvres, a silent auction and music by DJ Jasmine Chess.

For more information about the DreamBall, DreamBall After Dark, our honorees or DreamGirls, please visit thedreamball.org. DreamBall cocktail and dinner tickets must be purchased in advance. Tickets for DreamBall After Dark can be purchased at the door, or in advance at thedreamball.org, or by calling 212-237-3896.

About Look Good Feel Better

The Look Good Feel Better program is a collaboration of the Personal Care Products Council Foundation, a charitable organization established by the Personal Care Products Council, the leading national trade association representing the global cosmetic and personal care products industry, to develop, fund and direct the Look Good Feel Better program; the American Cancer Society, the nation's largest voluntary health organization dedicated to saving lives from cancer and finding cures as the nation's largest private, not-for-profit investor in cancer

research; and the Professional Beauty Association, the largest organization of salon professionals with members representing salons/spas, distributors, manufacturers and beauty professionals .

For more information about Look Good Feel Better free workshops and other services available across the country, visit lookgoodfeelbetter.org. Look Good Feel Better is a registered trademark of the Personal Care Products Council Foundation.

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