

YEAR IN REVIEW 2020

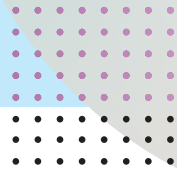


TABLE OF CONTENTS

1

MESSAGE FROM
THE PRESIDENT & CEO

7

DRIVING GLOBAL
ACCESS

2

PERSONAL CARE PRODUCTS
COUNCIL AT A GLANCE

8

PROMOTING
SOUND SCIENCE

3

MESSAGE FROM
THE BOARD CHAIR

10

BEAUTY INDUSTRY
BY THE NUMBERS

4

COVID-19 INDUSTRY
RESPONSE

12

STRENGTHENING
PUBLIC TRUST

5

PERSONAL CARE PRODUCTS
COUNCIL'S 2020 IMPACT

14

LOOK GOOD FEEL
BETTER FOUNDATION

6

ADVOCATING
FOR IMPACT

16

BOARD OF DIRECTORS
& SENIOR LEADERSHIP



A MESSAGE FROM

THE PRESIDENT & CEO



I think it's fair to say that 2020 was a year without parallel. We all felt the tremendous impacts of the COVID-19 pandemic and were witness to a historic movement to address racial equality and social justice. I am incredibly proud of our industry, our member companies and our employees during these challenging times. Our industry has a long history of working to improve the well-being of the people who use our products. Throughout the past year, we strengthened our commitment to the health and safety of our employees, our consumers and our communities.

Many PCPC member companies quickly responded to the pandemic by shifting their manufacturing lines to provide millions of units of essential products and financial support to hospitals, first responders, partner pharmacies and relief organizations. Many member companies address diversity, equity and inclusion in their own organizations—all of us recognize the need to look inward with a critical eye. We know we're not perfect, and we don't have all the solutions, but our industry is whole-heartedly devoted to finding innovative approaches that benefit society and help shape a more inclusive future.

Despite congressional priorities shifting to focus on COVID-19, we continued to work with policymakers and advocacy groups to modernize federal and state laws, guided by our commitment to science-based programs and product safety. Science and safety are fundamental considerations when our companies manufacture their products. There is nothing more important than safety. If our consumers can't believe in a product or rely on it to do what it says, then nothing else matters.

In 2020, we remained true to our goal of creating a more beautiful and sustainable world. We know that protecting the planet is a responsibility, not a choice. The past year, more than ever, emphasized the importance and urgency of this work for our companies, our communities and our planet. And, global collaboration is key.

As we usher in 2021, we face more challenges and uncertainties but do so with renewed energy and hope. Our industry remains steadfast in its effort to lead with passion and compassion. Together, we can be proud of our accomplishments as we strive for a year of unity and healing. We are grateful for the trust our member companies and key partners place in us. We will continue our responsibility and service to them.

I hope you find this report useful, and as always, we welcome your feedback.

LEZLEE WESTINE

PRESIDENT & CEO

PERSONAL CARE PRODUCTS COUNCIL

PERSONAL CARE PRODUCTS COUNCIL

AT A GLANCE

Since 1894, the Personal Care Products Council (PCPC) has served as the leading national trade association representing the most trusted and beloved brands in beauty and personal care.

Headquartered in Washington, D.C., PCPC advocates on behalf of 600 member companies to promote an effective and pragmatic regulatory environment that enables companies to manufacture, distribute and supply safe, innovative products to families around the world who trust and enjoy them every day. Sound science is the foundation for everything we do.

We continually share the industry's voice and advocate for its perspective, and engage a variety of stakeholders — policymakers, regulators, nongovernmental organizations (NGOs), retail partners and the news media — to educate about the complexity and scientific sophistication behind our products and the importance of harmonizing global regulation of our industry.

We stand united and resolute with our members in our commitment to consumer and product safety, quality and innovation.



We are living in very challenging times, but the last year has taught us that there are great opportunities to come together and seek meaningful solutions.

In light of the global pandemic and our country's civil unrest, we have taken a thoughtful look inward and adjusted professionally to a new norm. We've demonstrated our industry's resiliency and generosity in the process. The beauty and personal care products industry will continue to be an agent for change and a force for good. Together, we will work in partnership with key stakeholders to create a more beautiful and sustainable world.

KEECH COMBE SHETTY

CHAIR, BOARD OF DIRECTORS, PERSONAL CARE PRODUCTS COUNCIL

EXECUTIVE CHAIR, COMBE INCORPORATED





COVID-19 INDUSTRY RESPONSE



When the COVID-19 pandemic emerged in early 2020, PCPC and its member companies worked together to help mitigate the virus and to ensure people access to the safe, essential products they rely on every day.

INDUSTRY DECLARED ESSENTIAL

PCPC advocated at the global, federal, state and local levels to assure government regulations supported business continuity, and designated personal care products and supply chains as essential products and critical infrastructure. By achieving this critical designation, members maintained operations and production during this crisis. PCPC also unified the industry to urge governments around the world to temporarily relax Certificates of Free Sale (CFS) requirements, ensuring critical supplies reached international markets.

COVID-19 COMMAND CENTER

PCPC developed an online [COVID-19 Command Center](#) to provide members and other key stakeholders—including policymakers, the media and consumers—with continuously updated information about the virus and industry's response to the pandemic. Throughout 2020, it remained one of the most visited pages on PCPC's website. The team routinely shares information about COVID-19 with key audience members across social media platforms, including resources from the Command Center, member company initiatives, safe hygiene practices and relevant industry news.

HAND SANITIZERS

PCPC educated U.S. government agencies about the serious shortages related to hand sanitizer manufacturing, including alcohol, denaturants and packaging, and engaged with the U.S. Food and Drug Administration (FDA) and Congress, which lead to issuance of temporary guidance allowing non-traditional manufacturers to produce hand sanitizers. To help address the critical shortage, members quickly converted manufacturing lines and increased production. PCPC created the [Hand Sanitizer Ingredient Connection program](#) to connect buyers and sellers of hand sanitizer materials, including ethanol, viscosity controlling agents and packaging.

Member companies produced and donated, among other items, more than 20 million units of hand sanitizer to hospitals, community clinics, medical and emergency professionals, first responders, industry employees, and made them available to retail customers.

THE PERSONAL CARE PRODUCTS COUNCIL'S 2020 IMPACT

960

**INTERNATIONAL
NOMENCLATURE
COSMETIC INGREDIENT
(INCI) NAMES CREATED**

The International Nomenclature Committee created 960 new INCI names in 2020, which reflects the industry's drive for innovation. Many new ingredients are created through biotechnology processes and present new approaches to the guiding principles for designating globally standardized INCI names. This system is key to ingredient labeling and seamless communication among medical professionals, regulators, scientists and consumers.

1,741

**CERTIFICATES OF FREE
SALE (CFS) ISSUED**

CFS are required by numerous foreign governments to assure products exported from the U.S. to their countries are the same as products sold in the U.S., presumably meeting all state and federal laws and regulations. Exports to these countries must be accompanied by a valid certificate, or the product will not be admitted. The COVID-19 pandemic and subsequent temporary authenticating government office closures unfortunately caused a reduction in the number of exports.

3,882

**HAND SANITIZER
INGREDIENT
CONNECTIONS**

PCPC launched the Hand Sanitizer Ingredient Connection program in response to the hand sanitizer shortage during the COVID-19 pandemic this year. The new program connects buyers and sellers of hand sanitizer materials, including ethanol, viscosity controlling agents and packaging. To date, 193 companies have made 3,882 matches.

2,500+

**CANCER PATIENTS
SERVED**

While in-person workshops were suspended for most of the year due to the pandemic, the Look Good Feel Better (LGFB) Foundation was able to quickly shift all services to virtual and online platforms. Through its pre-COVID in-person workshops, virtual workshops and online videos, LGFB served more than 2,500 patients and delivered 331 workshops. In addition, LGFB online support and resources were accessed more than 300,000 times.

1.62

**MILLION PEOPLE
REACHED VIA
COSMETICSINFO.ORG
& PERSONALCARE-
COUNCIL.ORG**

Despite the attention paid to COVID-19 this past year, our industry saw a continued demand for reliable and accurate information on cosmetics and personal care products, particularly via PCPC's consumer-facing science and safety website—CosmeticsInfo.org. Everyone deserves the right to know what's in their products, and they also have the right to understand. The site includes factual, publicly available scientific information on ingredients most commonly used globally.

14

WEBINARS & MEETINGS

PCPC hosted a number of continuing education and networking events, including our in-person Annual Meeting, virtual Science Symposium, and webinars on COVID-19 and sustainability initiatives.

98%

**RECOMMEND
LGFB PROGRAM**

To mark World Cancer Day—February 4, 2020—LGFB released results of its third annual and largest-ever Global Participant Survey. Responses were collected from more than 26,000 women with cancer in 16 countries. The data demonstrates the continued positive impact of LGFB. Results indicate that 98% of participants would recommend the program, and 92% felt confident about their appearance after participating in the program.

ADVOCATING FOR IMPACT

PCPC represents the industry at federal, state and local levels on issues of interest to cosmetics and personal care products companies. Through strategic partnerships, PCPC advocates for policies based on the best available science. State and local governments increasingly make policy decisions that have a global impact affecting a wide range of industries, including the personal care and cosmetics sectors.

PCPC continues to champion major federal priorities, including Congressional funding for FDA's Office of Cosmetics and Colors, modernization of cosmetics and personal care products regulation, and advancing federal legislation to ban animal testing.

HENRY SPIRA CORPORATE PROGRESS AWARD

The Humane Society of the United States (HSUS) selected PCPC to receive the Henry Spira Corporate Progress Award, which recognizes significant corporate animal welfare commitments. The Humane Society Legislative Fund, HSUS and PCPC worked together in 2019-2020 to reach a historic agreement on federal legislative language resulting in the introduction of the Humane Cosmetics Act, which would ensure a uniform standard for animal welfare.

CALIFORNIA LEGISLATIVE INITIATIVES

Together with a wide coalition of health, environmental and women's groups, PCPC successfully advocated for California legislation to align with the European Union (EU) list of prohibited ingredients in cosmetics and personal care products. This legislation was part of a package of enacted bills, all advocated for by PCPC, addressing fragrance ingredient disclosure, public reporting of known cosmetic allergens and consolidating rules for hazardous waste.

Through engagement with state policymakers, PCPC successfully advocated to modify a proposed California air quality rulemaking that would have set draconian limits on volatile organic compounds (VOC) emissions on several personal care product categories and forced companies to reformulate to meet the lower emission standards.

Additionally, PCPC worked with California's Office of Environmental Health Hazard Assessments to clarify "cannabis extracts" do not include hemp, hemp oil, hemp-derived Cannabidiol (CBD), or its extracts or derivatives, under Proposition 65. PCPC developed documents summarizing the issue of cannabis in cosmetics, including a fact sheet, to speak to a variety of audiences.

ADVOCATING FOR FLEXIBILITY

PCPC advocated with federal and state agencies to increase flexibility for industry on several impactful regulatory matters, including ingredient reporting under the California Safe Cosmetics Act, which requires cosmetics manufacturers to report any products with ingredients that are potential carcinogens or toxicants. PCPC worked with the California Department of Public Health toward removing additional reporting requirements for data not covered under the law. Similarly, PCPC worked to prevent the imposition of civil penalties by the Federal Trade Commission (FTC) on unqualified "Made in USA" claims for first-time offenders who might inadvertently violate the laws.

PCPC also focused on the proposed inclusion of essential oils under the Lacey Act—a law designed to prohibit the illegal importation of fish, plants and wildlife—with the Animal and Plant Health Inspection Service of the U.S. Department of Agriculture, as well as the new 1,4-dioxane limits for cosmetics and personal care products by the New York Department of Environmental Conservation.

FLORIDA SUNSCREEN PREEMPTION BILL

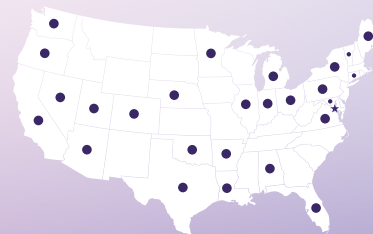
As a result of PCPC's advocacy, Florida Governor Ron DeSantis signed a bill into law preempting local governments from enacting cosmetics/over-the-counter (OTC) drug laws, including the Key West ban on sunscreens containing certain ingredients.

CROWN ACT

PCPC continued to advance anti-discrimination legislation across the U.S. As a member of the CROWN (Creating a Respectful and Open World for Natural Hair) Coalition, we actively supported the CROWN Act, which recently passed the U.S. House of Representatives and is now law in seven states and pending in more than 20 others.

SUNUCATE

PCPC continued to work collaboratively with the American Society for Dermatologic Surgery Association (ASDSA), American Academy of Dermatology (AAD), and more than 60 other health, education and parent groups to support legislation that specifically allows sunscreens to be used in schools. To date, 26 states and Washington, D.C., have passed the "SUNucate" model.



DRIVING GLOBAL ACCESS



The International Association Collaboration (IAC) forum is designed to foster strong industry cooperation and add a "global voice" to proactively address global challenges. By working together, IAC aims to enhance consumer and stakeholder trust in global cosmetics products; increase industry's ability to offer innovative products; and drive compatible regulatory requirements around the globe.



ARIADNE MORAIS, ABIHPEC; PAOLA BECVAR, EDGEWELL; AND SOLEDAD BUSNELLI, CASIC, TOAST THE CONCLUSION OF A SUCCESSFUL ANNUAL MEETING OF INTERNATIONAL INDUSTRY ASSOCIATIONS.

PCPC's Global Strategies team manages a number of programs to engage international regulators and assist members in complying with international laws.

CHINA

PCPC ramped up advocacy efforts on the implementation of China's major cosmetics regulatory reform, published at the end of June. The Global Strategies team raised concerns directly with senior-level Chinese ministries and achieved the support and engagement of U.S. government trade agencies to intervene with the Chinese government. The team coordinated strategies and positions with international association partners to ensure common messages. From July to September, PCPC filed official comments on 15 separate draft measures with the Chinese Government and World Trade Organization (WTO).

TRADE AGREEMENTS

PCPC achieved U.S. government support for a high standards Cosmetics Annex as a negotiating objective for the United States-United Kingdom Free Trade Agreement and the United States-Kenya Free Trade Agreement. These commitments would drive global regulatory alignment and address barriers to U.S. exporters. The team also continued to vigorously oppose the imposition of increased tariffs on cosmetics and personal care products and ingredients as a means of addressing trade barriers with the EU and China.

UNITED STATES-MEXICO CANADA AGREEMENT (USMCA)

Facing unexpected issues with Health Canada's implementation of the USMCA Cosmetics Annex, PCPC's Global Strategies team worked closely with the Office of the U.S. Trade Representative (USTR) and Cosmetics Alliance Canada to assure the full benefits of Canada's commitments would be realized. With USMCA fully in force, Canada's agreement to eliminate burdensome quarantine and retesting requirements will result in savings to U.S. exporters of more than \$100 million annually.

INTERNATIONAL COOPERATION ON COSMETICS REGULATION (ICCR)

PCPC participated in a successful ICCR meeting in December, notable for the election of two longtime observers of the organization, Republic of Korea and Chinese Taipei, as members. ICCR is a voluntary group of international cosmetics regulatory authorities whose mission is to maintain the highest level of global consumer protection, while minimizing regulatory barriers to international trade. A record number of observers, including regulators and industry from Chile, Colombia, Israel, People's Republic of China, Saudi Arabia and Thailand, attended the meeting. Reports on the microbiome and integrated strategies for assessment, both products of joint regulator-industry working groups of national cosmetics authorities and trade associations from around the world, were endorsed. A new website was launched to improve the visibility of the many publications on global cosmetic regulatory issues that have been endorsed by ICCR since 2007.

PROMOTING SOUND SCIENCE

PCPC's science team—with specialties in chemistry, microbiology, toxicology and environmental science—provides expertise on the safety of personal care products and their ingredients, promoting best practices in quality, safety and microbiology, and works to strengthen PCPC's influence in scientific and regulatory forums.

SCIENTIFIC RESEARCH

The team presented research in a number of areas, including the environmental impact on corals, quality metrics and regulatory requirements, at a number of highly regarded conferences and meetings. These included the University of Cincinnati's Cosmetic Sciences Program, the New York Society of Cosmetic Chemists' Suppliers Day Beauty Program, and the Society of Environmental Toxicology and Chemistry's (SETAC) European and North America meetings.

Environmental Toxicology and Chemistry—a journal focused on original experimental or theoretical work that significantly advances understanding in the area of environmental toxicology, environmental chemistry and hazard/risk assessment—accepted PCPC's critical review of the impacts of sunscreens on coral. The review found that sunscreen ingredients do not pose a significant risk on the health of coral and underscored the need for more research. The first virtual Science Symposium & Expo featured technical sessions highlighting the newest research and developments in the areas of environmental science, quality, microbiology and safety.



ALEXANDRA KOWCZ,
CHIEF SCIENTIST AND
EVP OF PCPC'S SCIENCE
DEPARTMENT



SUNSCREEN SAFETY

PCPC continued to engage with FDA regarding the implementation of OTC drug reform, which passed in March 2020 as part of the CARES (Coronavirus Aid, Relief, and Economic Security) Act. In the U.S., FDA regulates OTCs under a monograph system, which establishes various requirements for approval, including the safety and effectiveness of active ingredients in sunscreens. PCPC created technical teams for work streams dedicated to supporting eight key sunscreen ingredients.

PCPC also cultivated a strong working relationship on behalf of industry with the National Academies of Sciences, Engineering and Medicine (National Academies). The National Academies are in the process of establishing an expert committee to assess the environmental impact and public health benefit of sunscreens, per a directive enacted by Congress.

ENVIRONMENTAL SCIENCE PARTNERSHIPS

PCPC strengthened existing collaborations and developed new partnerships with universities and expert organizations in environmental science, including the University of York, University of Maryland Center for Environmental Science, University of Cincinnati, NOVA Southeastern University, Le Tourneau University, European Centre for Ecotoxicology and Toxicology of Chemicals (ECETOC), Arche Consulting, Ecostewardship LLC and Waterborne Environmental, Inc., among others. PCPC continues important scientific work with these partners around microplastics, polymers, sunscreens and freshwater/marine environments

INTERNATIONAL ORGANIZATION FOR STANDARDS (ISO)

As a member of ISO—an independent, nongovernmental international organization working to support innovation and provide solutions to global challenges with voluntary, consensus-based international standards—PCPC is committed to promoting standardization for cosmetics. Global standards are critical to the harmonization of the beauty industry. In 2020, working closely with ISO committee members, PCPC helped develop four new international cosmetics standards with testing applicators in microbiology, a validation framework facilitating global regulatory acceptance of analytical methods and methods for the determination of SPF and water resistance.

EXPERT PANEL FOR COSMETIC INGREDIENT SAFETY

The Expert Panel for Cosmetic Ingredient Safety is an independent, nonprofit scientific body, established in 1976 to assess the safety of cosmetics ingredients used in the U.S. through the Cosmetic Ingredient Review (CIR) program. The Expert Panel consists of world-renowned scientists and physicians who have been publicly nominated by consumer, scientific and medical groups; government agencies; and industry. PCPC initiated the CIR program and associated Expert Panel at the suggestion of and with support from FDA and the Consumer Federation of America (CFA).

For 45 years, the Expert Panel, supported by CIR, has examined and evaluated worldwide published and unpublished scientific safety data for a majority of ingredients used in cosmetics and personal care products. Representatives from FDA, CFA and PCPC serve as non-voting liaisons to the Expert Panel and are actively involved in the comment and discussion processes. Expert Panel members must meet similar conflict of interest requirements regarding financial interests as special non-government advisory experts to FDA. Meeting at least three times per year in Washington, D.C., the Expert Panel conducts safety data evaluations in an open and unbiased manner; meetings are open to the public.

CIR supported the Expert Panel through an active year, finalizing reviews of 13 reports on 119 ingredients, and pivoted to virtual meetings as a result of the COVID-19 pandemic. After the retirement of long-time team leader Dr. Jim Marks, Jr., the CIR Steering Committee elected a new Expert Panel team leader, Dr. David E. Cohen, Professor of Dermatology and Vice Chair for Clinical Affairs at NYU Grossman School of Medicine.



**\$170.5
BILLION
IN LABOR
INCOME**

SOURCE: PCPC Economic & Social
Contributions Report 2020



**EMPLOYS MORE THAN 7,200
SCIENTIFIC, TECHNICAL,
ENGINEERING AND
MATH PROFESSIONALS**

SOURCE: PCPC Economic & Social Contributions Report 2020

**\$499.6
BILLION GLOBAL
INDUSTRY**

SOURCE: Euromonitor International Beauty and Personal Care Data 2019



**3.9
MILLION
DOMESTIC
JOBS**

SOURCE: PCPC Economic & Social
Contributions Report 2020



**PEOPLE OF
COLOR
REPRESENT**

33%

**OF THE INDUSTRY'S
WORKFORCE**

SOURCE: PCPC Economic & Social
Contributions Report 2020

**INDUSTRY PARTICIPANT'S
REDUCED GLOBAL
GREENHOUSE GAS
EMISSIONS BY**

3.9%

SOURCE: PCPC Economic & Social Contributions Report 2020



WOMEN
COMPRISE NEARLY

77%
OF THE TOTAL
WORKFORCE

SOURCE: PCPC Economic & Social Contributions Report 2020

\$267.3
BILLION
CONTRIBUTION
TO U.S. GDP

SOURCE: PCPC Economic & Social Contributions Report 2020

\$1,300
IN CHARITABLE
CONTRIBUTIONS
FOR EVERY
\$1 MILLION
REVENUE

SOURCE: PCPC Economic & Social Contributions Report 2020

NEARLY
70%
OF TOTAL EMPLOYMENT
IS IN SMALL BUSINESSES
(<50 EMPLOYEES)

SOURCE: PCPC Economic & Social Contributions Report 2020

35%
TRADE SURPLUS

SOURCE: PCPC Economic & Social Contributions Report 2020

*Please note that these numbers reflect the latest available data and were compiled prior to the COVID-19 pandemic.

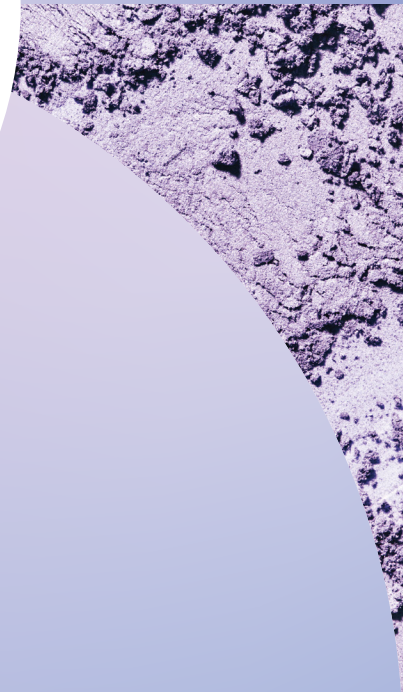


STRENGTHENING PUBLIC TRUST

PCPC remains a trusted, respected voice and advocate for the cosmetics and personal care products industry. The Public Affairs and Communications team informs, engages and serves as an information source and resource for key stakeholders including consumers, regulators, policy makers, media and NGOs. PCPC continued to make important strides in educating about the industry's commitment to safe and innovative products and its contributions to the nation's economic and social well-being.



RICHARD EDELMAN,
CEO OF EDELMAN, A GLOBAL
COMMUNICATIONS FIRM,
DELIVERED THE KEYNOTE
ADDRESS AT PCPC'S
2020 ANNUAL MEETING IN
EARLY MARCH.



SKINCARE EDUCATION

PCPC worked with prominent clinical and research dermatologist, Zoe Diana Draelos, M.D., to develop an educational video series about the importance of caring for your skin, in light of COVID-19 and beyond. The series spans three topics areas — moisturizing, sunscreens and preservatives — and answers common questions about each. The videos were promoted across PCPC and CosmeticsInfo social media platforms, using messaging tailored to different audiences, resulting in some of PCPC's most successful content to date

ECONOMIC & SOCIAL CONTRIBUTIONS REPORT

PCPC periodically commissions PricewaterhouseCoopers (PwC) to measure the economic and social impact of our industry. In the 2020 report — *Driving the Economy, Shaping the Future* — which relies on 2018 data, the most recent available, we looked back on our success (before COVID-19, civil unrest and the movement to address racial inequality) as an indicator of our industry's resilience. The industry played an essential role in creating jobs, generating income and making communities stronger.

SUSTAINABILITY

PCPC's sustainability program continued to expand following the development and distribution of the industry's first ever sustainability report, *Creating a More Beautiful World*, in 2019. The team created compelling content based on the report to help engage and educate key stakeholders about industry's collective commitment to sustainability. PCPC also launched a webinar series for member companies to share sustainability best practices that help build industry capability and know-how.

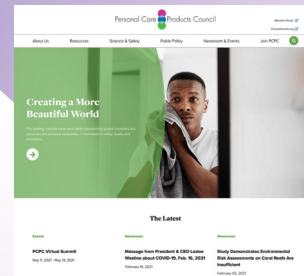
INDUSTRY VOTING PLEDGE

The team helped spearhead an effort, in partnership with PCPC's Board of Directors, to unify the industry around the right to vote safely and strengthen a culture of civic participation. Launched one month before the November general election, 19 member companies came together for the first time to support "Beauty Counts...Time to Vote," a pledge to provide employees meaningful time off to engage in civic activities around the election.

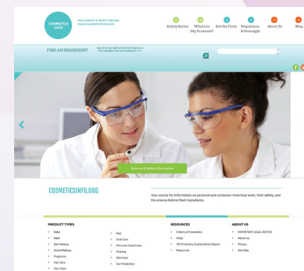
DIGITAL ENGAGEMENT

Consumers rely on PCPC's website and on its science and safety resource — CosmeticsInfo.org — for accurate and credible information about the industry's innovation, and product science and safety; sustainability efforts and best practices; and legislative, legal and regulatory, and global advocacy. The sites also include a number of industry resources and information on the thousands of ingredients used in cosmetics and personal care products. More than 1.6 million viewers visited the websites 2.1 million times to seek answers to complex questions via blogs, infographics and video content.

In 2020, PCPC and CosmeticsInfo's organic and paid social media content garnered more than 3.5 million impressions and 75,000 engagements, using original and third-party content to address key industry issues and promote proactive initiatives. Our following continues to grow, year after year, as the team develops new and engaging content to help educate key audiences.



PERSONALCARECOUNCIL.ORG



COSMETICSINFO.ORG

LOOK GOOD FEEL BETTER FOUNDATION

Since its introduction in the U.S. in 1989, Look Good Feel Better (LGFB) has served more than 2 million people with cancer globally through free patient programs across the U.S. and in 26 countries worldwide, making it the only international cancer support charity that helps boost the physical and emotional well-being of people undergoing cancer treatment. In 2019, LGFB modernized its program with the launch of the Look Good Feel Better Alliance—a network of hospital partners across the country, Walgreens as a community delivery/education partner, thousands of volunteers, hundreds of LGFB corporate partners, and other supporters and friends—to empower women in cancer treatment through education, support and access to the free LGFB program.

LOOK GOOD FEEL BETTER ALLIANCE WORKSHOPS

LGFB began 2020 with a focus on growing in-person LGFB Alliance hospital workshops and livestreaming *Look Good Feel Better Live! Virtual Workshops* (introduced in January 2019). The virtual workshops offer a unique and convenient way for cancer patients to experience professional beauty instruction and the benefits of a group environment from the comfort and privacy of their home, office or other self-selected setting. As a result of COVID-19, the program quickly pivoted to an all-virtual delivery of LGFB workshops, with additional support offered via online instructional content. LGFB rapidly expanded its virtual capacity and now offers six different virtual workshop curriculums, with more in development.

LGFB worked with 151 hospital partners and conducted customized virtual workshops in 2020 to deliver 331 group programs, providing support services for more than 2,500 cancer patients amidst unprecedented circumstances. In addition, online resources were accessed in more than 300,000 times, and cancer patients/survivors used LGFB's online support and resources 165,000 times.

SOCIAL MEDIA PRESENCE

Despite this year's uncertainty and the forced shift to virtual events, LGFB grew its social media presence and now has a highly engaged Facebook fan base of 45,000, more than 10,500 Instagram followers (a 15% increase in 2020), and a growing and active Twitter base of 5,000 followers

BEAUTYCARES DREAMBALL

On September 24, the BeautyCares DreamBall went virtual, hosting 750 diverse guests for the event and reaching another 850 through post-event viewing of the recording. Emmy Award-winning television personality Carson Kressley hosted the event, which honored Terry Darland, Parfums Christian Dior; Rick Tolin, Lubrizol Advanced Materials; Keech Combe Shetty, Combe Incorporated; and Susanna Quinn, entrepreneur and cancer survivor. Broadway stars Krysta Rodriguez, Mandy Gonzalez, Valisia Lekae and Rebecca Webber gave special guest performances. The BeautyCares DreamBall (and DreamBall After Dark—newly rebranded BeautyCares NextGen) is the most important fundraising event for the Foundation, demonstrating the collective support of the cosmetics and personal care industry.





LGFB VIRTUAL
WORKSHOP
PARTICIPANTS



THE BEAUTYCARES DREAMBALL
WENT VIRTUAL ON SEPTEMBER 24,
BRINGING TOGETHER SPECIAL
GUESTS, HONOREES AND
HUNDREDS OF GUESTS ONLINE.



ESI EGGLESTON BRACEY, UNILEVER; TOM SZAKY, TERRACYCLE; MAYA PENN, ENVIRONMENTAL ACTIVIST; AND SAMHITA MUKHOPADHYAY, TEEN VOGUE, DISCUSS THE FUTURE OF BEAUTY - GREEN, CLEAN AND GEN Z.

BOARD OF DIRECTORS AND SENIOR LEADERSHIP

*AS OF DECEMBER 2020

BOARD OF DIRECTORS

KEECH COMBE SHETTY
PCPC BOARD CHAIR
COMBE INC.

GREG ADAMSON
GIVAUDAN FRAGRANCES

ALVARO ALONSO
BEIERSDORF

SCOTT BEATTIE
REVLON

MATT BELL
EDGEWELL PERSONAL CARE

DANYELLE BOILARD-PAUL
CLARINS USA, INC.

MARIA CHICLANA
SHISEIDO

CHRISTOPHER CHOI
TAKASAGO INTERNATIONAL
CORPORATION

ROB EDMONDS
KOLMAR LABS GROUP/KDC

ESI EGGLESTON BRACEY
UNILEVER

KAREN FRANK
KAO

**CHARLES-FRANÇOIS
GAUDEFROY**
UNILEVER

CHRIS GOOD
THE ESTÉE LAUDER
COMPANIES INC.

DAVID GREENBERG
L'ORÉAL

DIMITRI HALOULOS
RODAN + FIELDS

DAVID HOLL
MARY KAY INC.

ALEX KEITH
PROCTER & GAMBLE

MARIA "DUDA" KERTESZ
JOHNSON & JOHNSON
CONSUMER HEALTH

SERGIO LEITE
COLGATE-PALMOLIVE

BARBARA MENARGUEZ
CHANEL

FILIPPOS MINAIDIS
HENKEL

JACK NETHERCUTT
MERLE NORMAN COSMETICS

HELENE PAMON
SANOFI

CHRIS PAYNE
JANE IREDALE
(IREDALE COSMETICS)

GREGORY POLCER
THE ESTÉE LAUDER
COMPANIES INC.

STACY RAMSTEDT
CHURCH & DWIGHT CO., INC.

ANOUCHAH SANEI
AMWAY

CHRIS SAYNER
CRODA INTERNATIONAL

GEORGE SCHAEFFER
ALOXII INTERNATIONAL
CORPORATION

ANDREW STANLEICK
COTY

JORIS THEEWIS
IFF

RICK TOLIN
THE LUBRIZOL CORPORATION

HERVÉ TOUTAIN
L'ORÉAL

ESPE TROYANO
PROCTER & GAMBLE

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