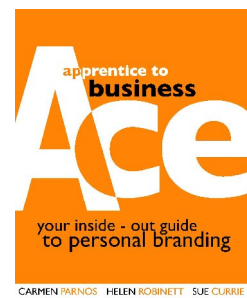


**Media Release
11 September 2007**



Ace Launch Helps Others Look Good

A bald head. No eyebrows. It's a daunting prospect for those undergoing treatment for cancer.

The authors of *Apprentice to Business* – your inside-out guide to personal branding understand how a person's self-image can be affected when their appearance is changed through the side effects of chemotherapy and radio therapy.

It was with this in mind they decided to hold a fundraising launch of their book for *Look Good...Feel Better* a free community service program to help women manage the appearance related side effects of treatment.

Sue Kefelja, State Manager Victoria of *Look Good...Feel Better* said, "I feel so totally overwhelmed at the generosity that the three of you dynamic ladies have shown to the *Look Good...Feel Better* program.

Last night, was a special night for so many reasons. Not only was it for celebrating the launch of your fantastic new book but it was also a night that seemed to be filled with warmth and healing."

All proceeds of books sold on the night went to *Look Good...Feel Better* with a further donation of 5% of profits on all future sales going to the charity which runs workshops for women, men and teenagers on how to deal with changes in skin, hair, eyebrow and eyelash loss and general appearance related concerns. The workshops are completely free and are conducted by experienced and specially trained volunteer beauty professionals including image consultant Helen Robinett who is one of the authors.

Helen along with co-authors Carmen Parnos and Sue Currie are delighted to have been able to offer their support.

"I truly admire each and every one of you. I have read the book and found it to be extremely inspiring and motivating, it makes you realise what is attainable to all of us and is explained in a simple easy to read and understand format.

An inspirational book by three dynamic professional women, launched in a truly professional manner but with passion and heart," adds Sue Kefelja.

Apprentice to Business ACE – your inside-out guide to personal branding is packed with useful advice and helpful hints that will transform you and your business from apprentice to business ace. It's available at all good book stores for RRP \$34.95.

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Further information:

Look Good...Feel Better www.lqfb.org.au

Apprentice to Business ACE...

http://www.shinecomms.com.au/pages/default.cfm?page_id=38597

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