**LGFB and 4Beauty Use the Power of Makeup to Change Lives**

**Irish Beauty Company Announces Year-Long Charity Partnership**

Ahead of World Cancer Day on 4th February, Irish-owned cosmetics giant, 4Beauty Group is joining forces with cancer charity Look Good Feel Better Ireland.

We all know the transformative powers of make-up, none more so than the women who have experienced a workshop with cancer charity Look Good Feel Better (LGFB) Ireland. LGFB uses skincare and make-up to help rebuild self-confidence and self-esteem for women who are undergoing cancer treatment. The organization runs free workshops all over Ireland, with a dedicated team of volunteer make-up artists that teach women to apply makeup and skincare, and also provide an outlet for women to share their stories and experiences. The service to date has provided support to nearly 10,000 patients.

“*Cancer can rob a woman of her energy and strength, but with our support, it need not take away her self-confidence. LGFB is delighted to partner with 4Beauty Group to raise much needed funds to keep these vital workshops going nationwide*” said Annabel O Keeffe of LGFB Ireland

Irish-owned cosmetics giant, 4Beauty Group, of international tan brand he-shi and SKINICIAN skincare, has committed to working with LGFB in 2022 to support this vital cause. Throughout the year 4Beauty will commit to delivering branded product to workshop kits, as well as a variety of fundraising vehicles to raise much needed income for the charity.

For 2022, 4Beauty plan to give LGFB well-rounded support – as well as products and staffing for workshops, the company will be running a leg each of the Belfast marathon for the charity, and they are adding a Just Giving Link to their website through which partner salons and customers can donate.

The really great news is that they will be donating a percentage of profits from their tan and skincare products to LGFB on selected campaigns for he-shi’s 18th birthday and SKINICIAN’s 10th birthday, so you know you will be doing your bit every time you commit to your own beauty routine.

“*We are so proud to be supporting LGFB in 2022. Our dermatologically skincare and tan products are cruelty free, vegan and paraben free. LGFB aligns perfectly with our values, and we hope our products help to give women a little bit of their confidence back. We are delighted to be able to get behind the charity and their patients and support them financially as well as with our amazing products and knowledge*” said 4Beauty CEO Shelley Martin.

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Established in 1997, 4Beauty Group has rapidly grown into a leading brand owner, distributor, and exporter of exciting and innovative beauty products to domestic and international markets by creating exceptional brands & products, transformational results & raving fans who feel confident in their own skin! Loved by consumers and trusted by salons, their beauty portfolio includes the award-winning professional [tanning range He-Shi](https://he-shi.eu/), and innovative [skincare range SKINICIAN](https://www.skinician.com/).

Look Good Feel Better Ireland is dedicated to improving the confidence and wellbeing of people undergoing treatment for any sort of cancer. They improve self-image and appearance through free skincare and make-up masterclasses along with online support to help regain a sense of control and improve self-esteem.

Look Good Feel Better [www.lookgoodfeelbetter.ie](https://www.lookgoodfeelbetter.ie/) @lookgoodfeelbetterireland

*For more information, contact The Works PR – fiona@theworkscommunications.ie*