

BUTTERFLY IN BLUE

Ongoing fundraising and awareness campaign
with focus on a beauty concept



*Pictures from «Butterfly in Blue» fashion show
in Toronto, Canada + beauty salon Lviv, Ukraine*

Pulmonary Hypertension is a chronic and serious lung and heart condition. With medication, the life expectancy of patients are, however, greatly improved. Through our «Butterfly in Blue» concept, we try to achieve both fundraising and awareness. The latter is important to get patients diagnosed as early as possible. The fundraising is especially important in Ukraine as we need money to maintain a strong association. Because through our work, we influence the local and central health decision makers. Our work has yielded results as there now are three medications available free of charge to the Ukrainian PH patients. We need to continue our work, however, in order to get even more medication out to the patients and get more undiagnosed patients under treatment.

PAST:

1. The concept «Butterfly in Blue» was started as PHURDA one year ran a fashion show for their World PH Day in Lviv, Ukraine. The show was a great success as PH patients seem to enjoy forgetting about their disease and rather turn their focus to fashion and displaying their need to highlight their femininity.
2. The fashion show was, among others, run at a large festival in Toronto, Canada. Among the models at the catwalk were several PH patients. All models had painted their lips blue in order to highlight one of the symptoms of Pulmonary Hypertension. The festival was visited by more than one million people including the prime minister of Canada.

NOW:

1. We have broadened the concept of «Butterfly in Blue». Instead of focusing only on a fashion show, we now have put focus on other aspects of beauty in our newly established beauty salon in Lviv, Ukraine.
2. The beauty salon offers hair cuts, manicure and pedicure treatments. The PH patients in our region receive this free of charge. (Once every three months.) This is a very welcomed offer, as many of the patients are very self aware of their nails which are often deformed due to lack of oxygen in their body. (The medical term is «clubbing».) At our beauty salon, the professional workers are familiar with this condition which makes it much easier for the costumers.
3. The beauty salon also offers service to regular healthy customers. The profit of this business is directed back to the non-profit association PHURDA where the money will be used in accordance to its statutes.

FUTURE:

1. We hope that the beauty salon in Lviv will make our association financial stronger. In addition, we hope to raise a lot of awareness for PH as all customers will receive information about the disease and its symptoms.
2. We hope to travel to different countries and run our fashion show bringing international awareness to PH. Contacts have already been made in Norway where we plan to work together with local fashion designers.