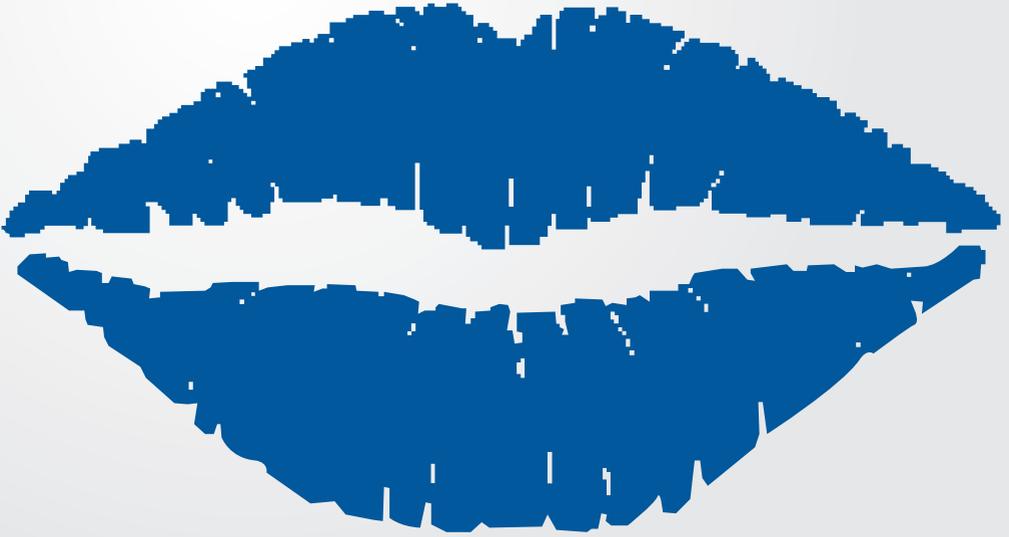


ARE YOU THE LIPS OF 2010?



“PUCKER UP 4 PH”

Visit puckerup4ph.com, upload a photo of your lips for your chance to gain world fame & help save lives!



Registered Charity No. 1082613

To find out more about Pulmonary Hypertension (PH),
and this campaign visit: puckerup4ph.com



We are on the look out for someone whose lips could be used to create a blue kiss logo as part of a global publicity and health education campaign in 2010 to raise awareness of a rare lung disease called Pulmonary Hypertension (PH). Lack of awareness of PH can delay diagnosis and prevent people from gaining access to the specialist treatments and care they need to keep them alive. Because the condition is rare and virtually unheard of, people who live with it often feel isolated, so not only could your lips be seen across the World, you'd also be making a contribution to saving lives and breaking down barriers.

How Do I Enter? Simple!!!

1. Pucker up and take a photo of your kiss.
2. Upload your photo online at puckerup4ph.com by the 31st of August 2009.
3. A shortlist of entries will be selected and announced in early September 2009.
4. An online poll of the shortlisted contenders will run thereafter and the outright winner will be announced during the UK's PH Awareness Week (20th –26th September 2009).

Why Blue Lips/Blue Kiss?

Blue lips (Cyanosis) can be a sign of a number of conditions including Pulmonary Hypertension, or PH.

So What Is PH?

PH is a rare, life threatening lung disease in which the blood pressure in the arteries of the lungs elevates, putting stress on the heart and reducing the amount of oxygen that is able to reach the tissues of the body.

Sounds Serious. It Is!

Because of its rarity and the fact that it shares many symptoms with other more common conditions like asthma, it can take 2 years or more for PH to be diagnosed. There is no cure, but there are effective treatments that can help sufferers if they are diagnosed early in the disease progression. Untreated, however, PH has a worse prognosis than many forms of cancer.

So What Are The Symptoms?

Chronic fatigue, shortness of breath, chest pain, fainting and swollen ankles and legs

IF YOU HAVE SHORTNESS OF BREATH THAT IS NOT IMPROVING WITH TREATMENT, TALK TO YOUR DOCTOR.

It's rare, but it is worth asking the question. Could it be PH?

To find out more about Pulmonary Hypertension (PH) and this campaign visit:
puckerup4ph.com

The Blue Lip Logo and 'Pucker Up 4 PH' were created by the Pulmonary Hypertension Association (UK) www.phassociation.uk.com. This Global awareness campaign has received unrestricted educational grant funding from:



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Full terms and conditions can be obtained at www.puckerup4ph.com or by contacting the Pulmonary Hypertension Association UK, Unit 3A, Enterprise Court, Fairfield Park, Manvers, Rotherham, South, Yorkshire, S63 5DB. PHA-UK Registered (incorporated) Charity Number: 1120756, Registered (non-incorporated) Charity Number: 1082613