

# Danish designer offers a better life for cancer patients

For many women, battling cancer is not only a life-threatening fight; it is also a struggle to uphold their femininity and womanly grace when losing their hair. Having to wear uncomfortable, synthetic wigs or hats that don't fit a bare head makes the struggle even more difficult. A Danish designer has set out to offer female cancer patients a comfortable and invigorating alternative: Head scarves made of 100% natural materials that protect a vulnerable head in a comfortable and stylish way. It gives women dignity and comfort to face the world again.

When Tine Fuglsang founded Prego in 2003, she had witnessed friends going through the awful course of the disease. She could see the difficulty the women experienced when facing the world during chemotherapy. "Losing your hair can be an even bigger blow to your femininity than having your breasts removed – at least when it comes to facing the world again," Tine Fuglsang says.

There was tremendous focus on breast cancer patients and the post-chemotherapy need for breast implants. But no one had made strides to make comfortable, all-natural and great looking scarves for a vulnerable and delicate head. This was when her branded line, Christine®, became a reality.

She had found her inspiration in the increasing number of women who had to fight for their self-awareness and their freedom to walk down the street without feeling outcast.

## Something light and soft

Suddenly it was clear that there were many women out there facing the same problems. Losing your hair is for many women the same as losing your womanliness. Marianne Nielsen, who is 53 years old, has just ended six months of chemotherapy. She knows the demands and struggles of cancer.

"The chemotherapy leaves you with hot flashes in your daily routine and when that happens it is very important to have something light and soft to protect the head and even more importantly something which lets your head breathe," Marianne explains and goes on to say: "In my fight against the disease I have found no other product that leaves me as comfortable and stylish at the same time as the Christine® scarves."

As a woman she admits that she is a bit vain and stresses the importance of not just letting things slide.

"You still have to remember that you're a woman, you still have to dress up and make yourself attractive. In a situation like this you have to fight to maintain your femininity, because that is what gives you the courage and strength to move on," Marianne points out.

"Of course the scarves suggest to the world that something isn't as it is supposed to be, but I think they are beautiful. I don't want to tell the whole world about my disease, but it is important to be open and secure in and proud of yourself when you are out in the world and the Christine® scarves help in any way," Marianne says and explains further: "It is not about tricking your surroundings into believing nothing is wrong with you, as you kind of do with a wig, it is just your own personal and proud way of standing out. You maintain your femininity and that is very important."

## Essentially Women

Tine Fuglsang exhibited her products at the "Essentially Women" show in the US. There she and the Christine® scarves were met with a lot of excitement. She was approached by one of the world's largest breast prosthesis companies and asked to make a new line of headwear for them.

After one and a half years of strategic collaboration with Tytex Group, one of the world's leading health care companies, Tine Fuglsang decided to have Prego merged into the Tytex Group as of 1st July 2009. Her ideals and ambitions remain the same.

"I have long dreamed of making products that remove from these women the cancer stigma," Tine Fuglsang says. Through her work, it has been closest to her heart to help women all around the world cope with the disease and struggles of cancer.



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*Tine  
Fuglsang*

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### The CE-mark

Women who have undergone chemotherapy primarily submit to using wigs. However, many women, as Marianne Nielsen is testament to, have both physical and psychological discomfort because of warmth nuisances and problems with sweat diversion associated with use of wigs or other regular scarves that were not made with the same ideals in mind. This can lead to allergies in many cases. At the same time, people often notice that you're wearing a wig and the fear of it falling off leads to social inhibitions.

If you choose not to wear anything on your head, you're in great danger of recurring sunburns, which ultimately puts you at greater risk of skin cancer. Thus, it is of the utmost importance to protect the head and that is exactly what Christine® scarves do while also beautifully framing the face giving it a glow and feminine look. They are made with premium care for the delicate skin of a bare head and therefore they are the only scarves in the world, which have received the CE-mark.

This means that they have been approved by regulatory institutions as medical equipment. Not only are Christine® scarves of great aesthetic value, they are also of medical and preventive value. The scarves themselves are made of all-natural materials, which allow the head to breathe. Silk, for instance, is very good for this purpose because it adjusts to the body's temperature.

### In fashion

At the same time, it is still important that the scarves are not just a cover for lack of hair – they need to be stylish so that woman with hair will also wear them. Otherwise, cancer-stricken women may still wear the stigmata of illness.

That is why Tine Fuglsang puts so much effort into making these scarves as fashionable as possible. World-renowned Danish designers Susanne Rützou and Malene Birger have both collaborated with The Danish Cancer Society in making Christine® scarves. In the future, Tine Fuglsang continues to collaborate with established names in the fashion industry.

The stylishness and comfort of Christine® scarves are of great importance to another cancer survivor, 50-year-old Susanne Skovbjerg. “When it has to be, when it can't be any different with the disease, you really just want to feel that you are taken care of, that the products that you use have been made with the utmost care and – really – with you in mind. You are so vulnerable and you only want to use products of the very best quality,” Susanne explains. “Mental hygiene,” as she puts it, “is very important. I don't want to be careless; I don't want to dig myself into a hole. It is important to have a clear and open mind and in order to stay that way you mustn't let your appearances go. Even though you lose most of your energy during chemo I really believe we, as women, have an extra will power hidden deep within.”



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*Ivano Lennart  
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## Helping women in all walks of life

Christine® scarves have already helped women all across the world dealing with the pains of cancer, but they have also helped women and children with Alopecia, a rare condition in which a person may lose all hair on for instance the head.

Today Ivalo Lennert Andreasen is 28 years old. She has a husband and has just given birth to their first child together. She is happy in every way possible.

There was once a day, however, when Ivalo was not so happy. At the age of 21 she suddenly began losing her hair. She was then told that she had Alopecia. “I didn’t think I would ever have a boyfriend again. I thought I was going to be alone forever,” Ivalo says and continues: “Never again would I look like a girl and be feminine and never again would a boy look at me and think that I was beautiful and amazing. I had lost all hope of ever being kissed again.”

Ivalo struggled with wigs and all kinds of scarves for a year, in which she was unhappy and didn’t want to see people. But then she discovered the Christine® scarves. Right away she found a comfort and stylishness that she hadn’t felt since before she started losing her hair. In that first year she had tried to fit in and be a person she was not, because nothing made her feel at ease. When she found the Christine® scarves she all at once could return to being her wonderful self again. She no longer had to pretend, because once again she felt feminine, beautiful and comfortable.

“I really think that I look good with the scarves. They are so stylish and elegant. I feel like a girl and perhaps even a woman. These scarves have made me so happy,”

Ivalo says with a smile on her face.

Looking back now Ivalo says: “Losing your hair at the age of 21, wow, what horrible timing.” Having had to go through all the hard times she now feels that she has completely recovered and today thinks of herself as a kind of ambassador for her condition. “It was tough for me when I was 21 so of course it is for other girls as well and therefore it is very important for me to tell these girls that it is not the end. It is not over being a woman, being beautiful, meeting boys; it just all continues in another way. The possibilities are as many; they just constitute themselves in new and exciting ways,” Ivalo smiles – she is happy with and grateful for the life God has given her – with her husband and new-born baby girl.

## Look your best

Prego is much more than a textile company. The Christine® scarves offer a better life for women during and after chemotherapy, but also for women with other illnesses, as Alopecia. Furthermore, Prego offers a better life for children with the branded line, Care to Wear®, which is headscarves and hats made with the same ideals but with attention to children.

The Christine® scarves and Tine Fuglsang help women through a physically and emotionally difficult time in their lives and provides a way to get back or stay on your feet and face the world with all your grace and glory. These women who fight so bravely need to be able to go out there and be comfortable with who they are. You can concentrate on being who you want to be and not worry about your appearance, because with a Christine® scarf you already look great.