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Fracture Fact :

A person with osteoporosis has an increased risk of breaking a bone. Simple movements such as bending, coughing, sneezing or reaching may lead to fractures of the spine.

Remember: You can live well with osteoporosis!

Lights, Cameras and Catwalk – Amazing!

By Christine Thomas



Left to Right: David Dixon, Christine Thomas and Tessa Virtue

I would like to take you on a short journey through the world of fashion.

I had the honour and privilege of being the patient ambassador for the *Bübl™ x David Dixon* Fashion Show. The event showcased a ground-breaking new collection from renowned fashion designer David Dixon, working in partnership with Osteoporosis Canada, on the opening night of Toronto Fashion Week on February 5, 2019.

As I entered the venue, I stopped in my tracks to take in the stunning illuminated giant fossilized bones of a *Futalognkosaurus* in the main lobby of the Royal Ontario Museum. What a perfect setting for an evening devoted to bone health!

The room was packed with fashion editors, photographers, Toronto personalities, business professionals, divas and newcomers to fashion shows, just like me - all generating an intense and almost feverish energy prior to the start of the fashion show.

Soon after my sister (my guest) and I were ushered to our seats, the photographers hustled into their positions at the end of the runway, the lights were dimmed and a hushed silence fell among the crowd. You could feel the tension and excitement as we all knew how much energy, creativity and sheer passion David Dixon had put into this collection. My sixth sense kicked in and told me that this was going to be an extraordinary event. I was not mistaken.

From the moment the first model glided effortlessly down the catwalk to subdued almost sombre music, I was reminded of my early dark days after my spinal fractures. The tone was set – and made the elegant models in their striking outfits even more captivating.

What were they wearing, you ask? Derek Chetty of *Zoomer* magazine described it best: “Using ordinary bubble wrap – the instantly recognizable symbol for protecting all things fragile – the designer fashioned the lightweight plastic material into graceful ruffles on cocktail dresses and one very elegant-looking opera coat. He also used blown-up photo prints of spine x-rays as a pattern on trench coats and silk dresses.” Each piece was inspired by the more than two million Canadians impacted by osteoporosis.

As well, Isabel Slone, a Toronto fashion writer, described it so well when she said, “It was an unexpectedly elegant, haunting collection. The standout piece of the collection was a white dress artfully slashed at the back to resemble the bones of a ribcage.” The response from the crowd rose and crested each time one of the models hit the runway.

The most riveting point in the fashion show for me was seeing the models wear hard plastic corsets that resembled back braces that many patients wear after experiencing debilitating spinal fractures.



It brought tears to my eyes for two reasons. First, it brought back memories of wearing a back brace during the most painful period after my fractures; and second, I shed tears of joy, as I never dreamed of seeing an event like this come to life! I realized that David Dixon and his staff really got it! They truly understood what the impact of spinal fractures can be and incorporated the braces so beautifully into the designs.

As my sister said, the show was brilliant, creative and moving. David Dixon brought to life bone health and his views were woven into the fabric of each of the garments.

The fashion industry has a huge impact on our world today. Most fashion shows last less than 20 minutes, but have the power to transport an audience to another world. The Bübl™ event was no exception.

Osteoporosis affects 2 million Canadians, yet it is a disease not a lot of people are talking about. The Bübl™ event set out to change that. “A big part of my job as a designer is to take the invisible and make it visible; that’s exactly what Bübl™ will do for this largely unseen disease,” said David Dixon in a video before the show.



I have been a volunteer with Osteoporosis Canada for almost 20 years and in all my time with the organization I have never seen anything this spectacular. Nor would I have ever dreamed that osteoporosis would get this kind of visibility.

I have no doubt in my mind that this event will generate awareness of the need for people to take care of their bones. Osteoporosis Canada is on a mission to make Canadians unbreakable. I firmly believe that this event will help drive that mission.

This fashion show was epic and one I will never forget! In my view it has and will continue to change the conversation about bone health.

[Complete the Know Your Risk quiz](#) to find out what your risks are and make an appointment today to talk to your doctor about your bone health and risk of breaking a bone.

Bübl™ × DAVID DIXON

BRONZE LION
WINNER



BÜBL™ Wins Bronze Lion



This year, Osteoporosis Canada launched a transformative campaign intended to disrupt the osteoporosis landscape, while shining a light on a disease that affects 2 million Canadians.

Bübl™ X David Dixon, designed by prominent Canadian fashion designer David Dixon, featured an 18-piece collection using bubble wrap – the universal symbol of protection. The Bübl™ fashion collection was launched on opening night, February 5, 2019, of Toronto Fashion Week – North America’s second-largest fashion week.

Osteoporosis Canada is proud to announce that the Bübl™ fashion campaign has won the Bronze Award in the Cannes Lions Health: Pharma Lions category. The campaign placed 3rd out of 31,000+ global entries and has received a prestigious Lion from the 2019 Cannes Arts & Advertising competition at the Cannes Film Festival.

[CLICK HERE TO READ MORE](#)

BONE MATTERS
Take charge of your bone health



WEBINAR

Drug-Induced Osteoporosis

FEATURED SPEAKER:

Nese Yuksel, BSc Pharm, Pharm D, FCSHP, NCMP

- Professor, Faculty of Pharmacy and Pharmaceutical Sciences, University of Alberta

WEDNESDAY, SEPTEMBER 18, 2019
1:00 PM - 2:00 PM ET

OSTEOPOROSIS



Upcoming Presentation Drug-Induced Osteoporosis

Wednesday, September 18, 2019

Join us for a virtual presentation with Nese Yuksel where she'll discuss:

- The effects of drug-induced osteoporosis on bone loss and fracture risk
- How drug-induced osteoporosis is assessed
- The management of drugs that lead to bone loss and fractures
- Certain drugs that contribute to bone loss and increased fracture risk, including glucocorticoids, aromatase inhibitors for breast cancer and androgen deprivation therapy for prostate cancer

To register for the webinar [click here.](#)

Feeling inspired to make a difference?

Our growing team of volunteers strives to make a real difference in the lives of Canadians at risk for and living with osteoporosis. If you are someone looking to make a difference in your community and are passionate about helping to spread the word on preventing fractures, then we need you! With your help, we teach Canadians how to improve their bone health so osteoporosis can never take hold and we support those already diagnosed, working to improve their quality of life.

Take action. Apply today at osteoporosis.ca/volunteer.
Together, we will help **make Canadians unbreakable.**

We Welcome Your Feedback

- Have a question?
- Is there an osteoporosis-related topic that you would like to see featured in the newsletter?
- Looking for a great volunteer opportunity?

Please contact us by calling Osteoporosis Canada's toll-free number **1-800-463-6842** or emailing copn@osteoporosis.ca.

FUNNY BONE:

Utility is when you have one phone, luxury is when you have two, opulence is when you have three – and paradise is when you have none.
– Doug Larson