

# OUR STORY

Nicholas Helfer founded IMPUHLS in late 2011 after he was inspired by his friend Ashlin, who was diagnosed with a very rare heart condition. Things progressed very quickly and he saw all the pain Ashlin and her family had to go through. After many nights in the emergency room, Nick realized he needed to do something to not only help Ashlin but also create awareness of this deadly disease. A few months went by and he watched Ashlin receive a defibrillator, and realized that she would no longer be able to sit in a classroom at a regular university because of this disease. Struck with the desire and responsibility to help, he decided one night that he would establish a clothing company. The clothing company would be a snow and surf brand, as the two friends always loved snowboarding and surfing. Unfortunately this disease has taken these sports away from Ashlin, along with many other activities. Taking into huge consideration that heart diseases are the #1 cause of death in America, 25% of all sales, will go to the research of heart disease through the American Heart Association.

We want our company to impact peoples' lives and start a movement of giving and encouragement towards those affected by these terrible diseases.

A LIFESTYLE SNOW/SURF  
**BRAND FOCUSED**  
ON IMPACTING HEARTS  
IN NEED AROUND THE  
GLOBE TO LIVE  
TO THE BEAT



## GET INVOLVED WITH IMPUHLS

Like and Follow Us on Twitter,  
Facebook, and Instagram  
[@impuhls](https://www.facebook.com/Impuhls)  
[www.instagram.com/impuhls](https://www.instagram.com/impuhls)  
Impuhls, Inc. HQ.

4621 West Tufts Ave.  
Denver, CO 80236



## CONTACT AMERICAN HEART ASSOCIATION

<http://www.heart.org>  
(303) 369-5433  
Rob Blaustein,  
Executive Director



**IMPUHLS,**  
Inc.





Impuhls has enrooted its values and passions into the apparel industry for the worldwide youth. Our mission is to grow to become a leading clothing company while we raise awareness of heart disease through our products. Many of our youth today cannot be apart of any action sports because of this setback. We hope to encourage them by our example of individuality and talents to set them up for a brighter future through our clothing.

***Together lets rise up and show this world what were made of!***

***By purchasing Impuhls clothing YOU can be a part of something much greater in life!***



## IMPUHLS FASHION SHOW MARCH 15th, 2014

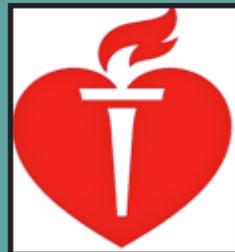
Impuhls, Inc. will be showcasing their Spring 2014 Collection, while raising money and awareness of heart disease through the American Heart Association. All ticket proceeds and revenue from purchasing the clothing will be donated to the American Heart Association. Come enjoy some fun, food and fashion for a meaningful event for all ages. Food and drinks will be provided by the Tavern downtown.

To order tickets visit [www.impuhls.com/fashionshow2014](http://www.impuhls.com/fashionshow2014)

Fashion show will be held at the Fillmore Plaza in Cherry Creek North at 7 p.m.



**Partnering with the American Heart Association**



## Partnership with The American Heart Association

Since 1924, AHA has been working to keep you, your loved ones and your community safe from heart disease and stroke.

They're building healthier lives where you live and work and making your community healthier by advocating for key health issues.

Each year they host multiple events in your area to bring awareness and education about our key issues and to raise support for invaluable heart disease and stroke research. Join in the fight against heart disease and stroke by attending one of their events

