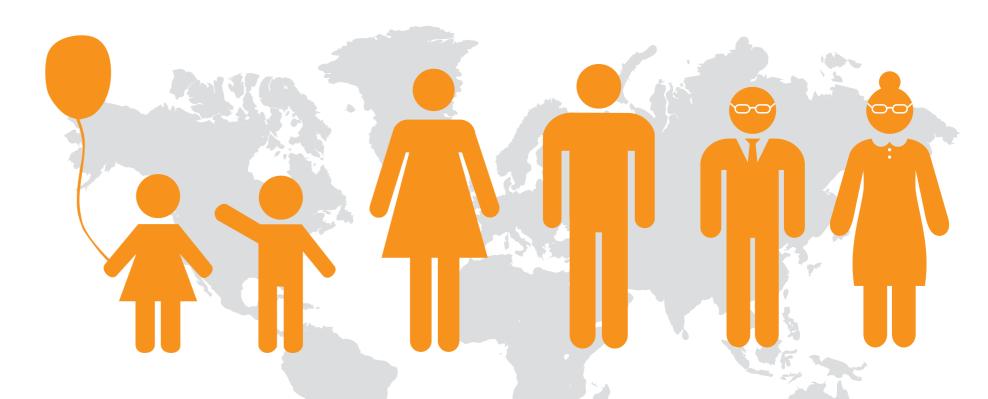
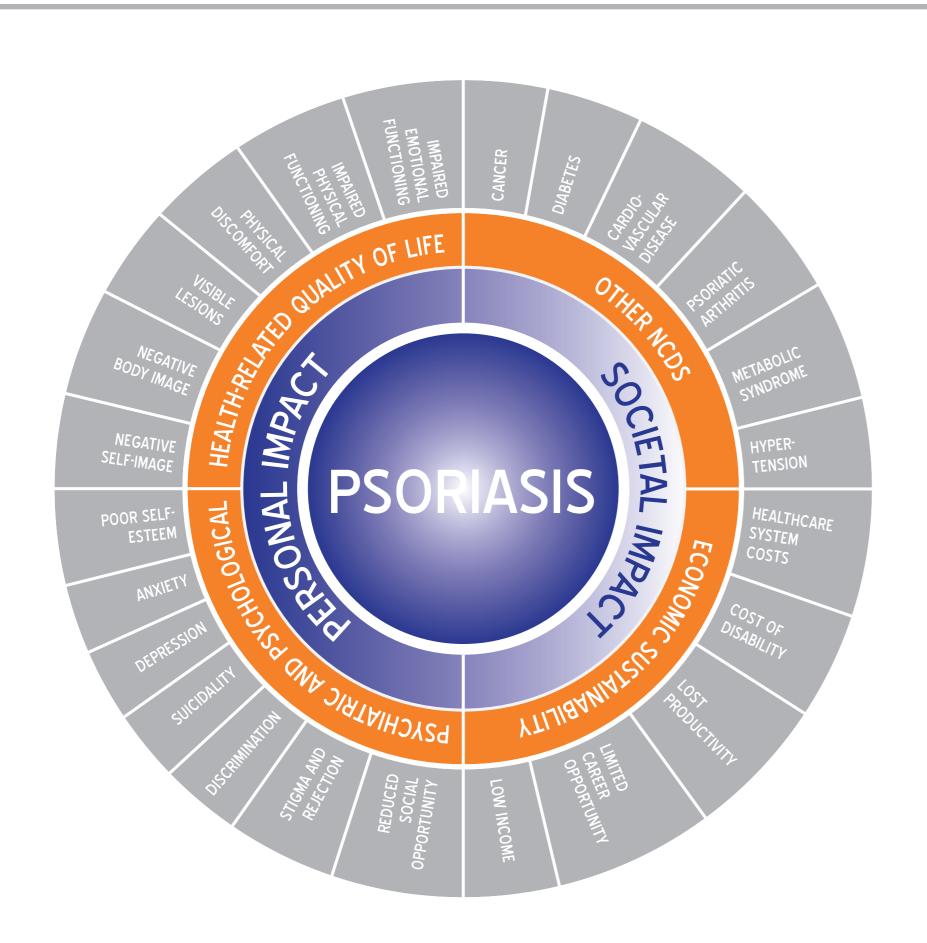
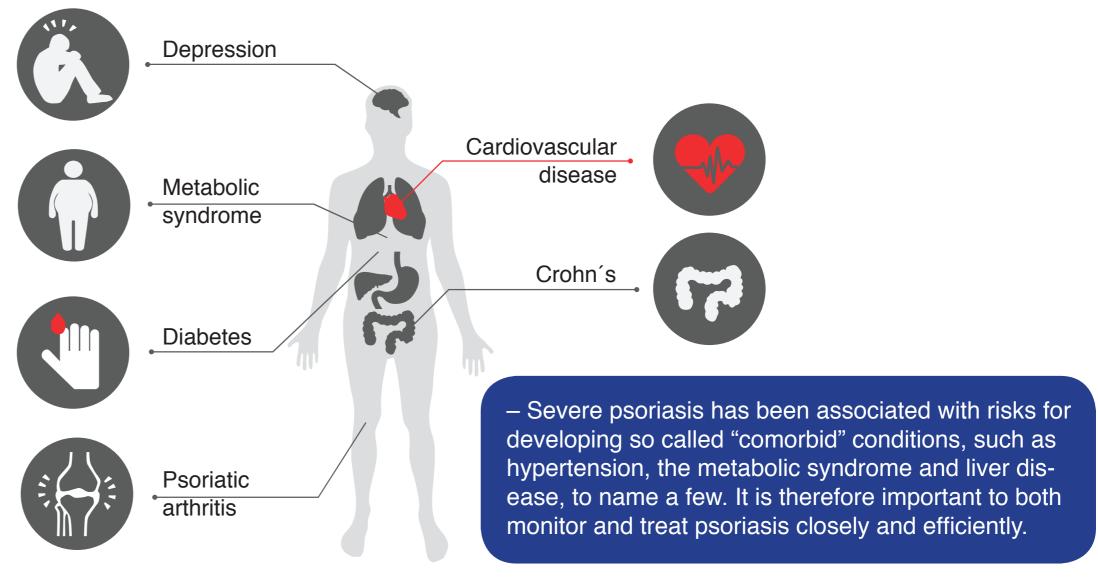
Psoriasis affects more than 125000000 of the world's population



- Regardless of age, gender, ethnicity and socioeconomic status



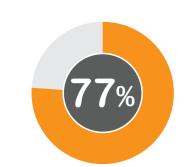
Psoriasis affects the whole person





A form of arthritis, called psoriatic arthritis, affects approximately 30 percent of the people who have psoriasis.*1

The daily impact of psoriasis



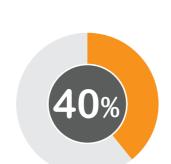
reported that psoriasis is a problem or a significant problem*2



say that the disease affects their everyday life



report a change or discontinuation of daily activities



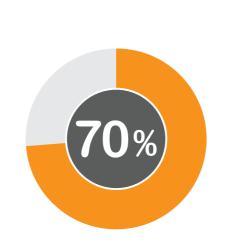
avoid playing sports*3

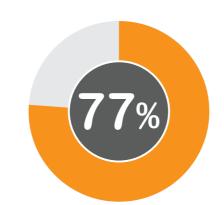
The psychosocial burden of psoriasis

The prevalence of depression in psoriasis is estimated to be up to*4



Available treatment options, low to moderate satisfaction, with over*2





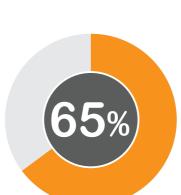
have experienced stigmatization*5

The prevalence of suicidal ideation has been reported to be between



among people with psoriasis."

Socioeconomic effects of psoriasis



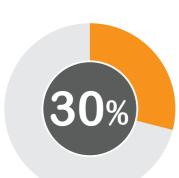
have reported discrimination at work, in school and other places



with severe psoriasis have a low household income



report absence from work due to psoriasis*7



report absence from work due to psoriatic arthritis*7



1 in 4 believe it is harder to get work if you have psoriasis and that they cannot choose the career they want*7

1 Psoriasis beyond the skin: an expert group consensus on the management of psoriatic arthritis and common co-morbidities in patients with moderate-to-severe psoriasis R. Strohal,1 B. Kirby,2 L. Puig3 on behalf of the Psoriasis Expert Panel (G. Girolomoni, K. Kragballe, T. Luger, F.O. Nestle, J.C. Prinz, M. Stahle, N. Yawalkar *2 L. Dubertret, L.; U. Mrowietz; A. Ranki; P.C.M. van de Kerkhof; S. Chimenti; T. Lotti; G. Schäfer "European Patient Perspectives on the Impact of Psoriasis: the EUROPSO Patient Membership Survey". The British Journal of Dermatology, Vol. 155 Issue 4, Pages 729-736, http://www3.interscience.wiley.com/journal/118568777/abstract. August. 4, 2008

*3 "Image Matters." Psoriasis. Media Planet, October 2007, pg. 5. *4 Weiss SC, Kimball AB, Liewehr DJ, et al. Quantifying the harmful effect of psoriasis on health-related quality of life. J Am Acad Dermatol. 2002;47:512-8

*6 Basavaraj KH, Navya MA, Rashmi R. Stress and quality of life in psoriasis: an update. International Journal of Dermatology (2011) 50, 783–792 Gupta MA, Gupta AK. Depression and suicidal ideation in dermatology patients with acne, alopecia areata, atopic dermatitis and psoriasis. Br J Dermatol 1998; 139: 846–850.

*7 Swedish Psoriasis Association member survey 2006



