

# HEALTH NEWS

## Psoriasis: What Everyone Should Know

(NAPSA)—There's encouraging news for the more than 6.5 million Americans who suffer from the chronic skin condition known as psoriasis: A comfortable, convenient and easy-to-use new form of topical medication has been shown to relieve many of the symptoms associated with the disease.

### What Is Psoriasis?

Psoriasis is a chronic, immune-mediated condition that manifests in the skin and/or the joints. In plaque psoriasis, the most common type, patches of skin called "lesions" become inflamed and covered by silvery white scales. The severity of psoriasis can vary from person to person; however, for most people, psoriasis tends to be mild.

Psoriasis is not just a physical condition; it has an emotional impact as well.

"For those who live with it, psoriasis can be a life-altering disease," said dermatologist and psychologist Richard Fried, M.D. "The physical discomfort and embarrassment often impact patients' self-esteem and influence daily activities."

No one knows exactly what causes psoriasis, but it is believed to have a genetic component. Most researchers agree that the immune system is somehow mistakenly triggered, which speeds up the growth cycle of skin cells. For most people, psoriasis has a significant and unfavorable impact on quality of life. Recent studies indicate:

- Nearly 60 percent of patients said their disease is a large problem in their everyday life.
- Psoriasis has a greater impact on quality of life in women and younger patients.



**Doctors say psoriasis doesn't have to lower a person's self-esteem. Fortunately, topical medication can alleviate symptoms.**

"Finding the right treatment option can be a challenge for people with psoriasis," explained Dr. Fried. "The key to getting patients to stick with their psoriasis treatment is to find something that is effective yet easy to use and convenient."

### Treating The Condition

Many psoriasis patients—most of them with a mild form of the disease—have a low level of satisfaction with their treatment options. These include topical treatments, light therapy and oral medications. Fortunately, there's a unique new medication—available from doctors but without a prescription—that may help patients find relief.

Called Psorent, this innovative product is a clinically proven and specially formulated topical solution to help relieve the symptoms of psoriasis such as itching, scaling, flaking, redness and irritation. The steroid-free formulation is fast drying and applies easily with a convenient, no-mess applicator.

To learn more, call (800) 628-9904 or visit [www.psorent.com](http://www.psorent.com).