



# HEALTH AWARENESS

## Survey Findings Show People With Psoriasis Worry About Getting Up Close And Personal

(NAPSA)—According to a new study, relationship issues, society pressures and social embarrassment profoundly affect the millions of adults who suffer from psoriasis, a chronic, debilitating skin disease that often leads to a reclusive lifestyle. 4.5 million Americans have psoriasis and the disease is as debilitating as diabetes or heart disease. Although there is no cure there are treatments available. Psoriasis is a chronic, autoimmune disease characterized by highly visible red, scaly patches on the skin's surface.

The national survey, launched by the National Psoriasis Foundation in collaboration with leading dermatologists, examined the feelings and attitudes of 502 patients with moderate to severe psoriasis. Results emphasize the impact of psoriasis on intimate relationships, social activities and other aspects of daily life.

The survey was conducted as part of Beyond Psoriasis: The Person behind the Patient, a program dedicated to elevating awareness of psoriasis as a life altering disease with significant physical, psychological and social consequences. One of the most dramatic survey findings indicates that 74 percent of people with moderate to severe psoriasis are uncomfortable in public, especially when their psoriasis flares. In addition, eight in 10 people with severe forms of the disease do not want to be seen in public.

In the survey, it was also found that 85 percent of people with psoriasis said they do not believe that society understands the disease, and 73 percent said they do not believe society views the condition as debilitating as other chronic

### *Beyond Psoriasis: More Than Skin Deep*

91% of people with moderate to severe psoriasis feel their self-confidence is affected.

Great to Slight Affect  
91%

No Affect 9%

n = 502

Source: Findings from NFO Survey, conducted on behalf of Beyond Psoriasis, December 2003



**Survey findings showed that 78 percent felt that psoriasis affects their daily interactions.**

diseases.

"Sometimes people with psoriasis seem so overwhelmed by their insecurities they forget that their friends, family and relationships can also be affected," said Melodie Young, MSN, RN, ANP-C.

"First, accept that your loved ones love you, and want to help you. Help them understand what you are feeling, your discomfort, and your fears. Talk about it and figure it out together and remember that relationships are not just mental but emotional as well. Our hope is that Beyond Psoriasis will be of comfort to those who are feeling misunderstood and provide support and practical advice to help them navigate through their social difficulties and relationships."

To learn more, visit Beyond psoriasis.com a Web site that provides people with psoriasis a new resource that offers information, coping tips and lessons learned by others with psoriasis on managing the emotional and social challenges of this disease. Beyond Psoriasis: The Person Behind the Patient is supported by Genentech, Inc.