



# HEALTH AWARENESS

## Clarifying The Myth Of Psoriasis

(NAPSA)—Psoriasis is a chronic skin disease that affects as many as 1 in 50 Americans. Yet despite these statistics, psoriasis remains one of the most commonly misunderstood diseases in this country. To put a face to the disease, and help clarify many of its myths and misconceptions, filmmaker and psoriasis sufferer Fred Finkelstein created “My Skin’s on Fire,” the first documentary film about psoriasis.

Psoriasis can appear at any age, but most individuals are first diagnosed between 15-35 years of age and suffer with the disease the rest of their life. While there is no known cure for psoriasis, there are a number of treatment options available including topical creams and ointments, phototherapy, systemics and most recently, biologic therapies that offer new hope to psoriasis sufferers.

Through candid interviews with psoriasis sufferers, “My Skin’s on Fire,” supported in part by Genentech, explores the day-to-day experiences of those living with psoriasis, a life-altering disease that, in addition to physical pain, often causes social isolation and severe emotional suffering. Offering a message of hope and empowerment to psoriasis sufferers, the documentary film lets



***My Skin's On Fire* is the first documentary chronicling the lives of sufferers.**

individuals know that they are not alone in their personal struggle with the disease.

Tim Yuen, a psoriasis patient featured in the film, offers viewers insights and inspiration as he tells the story of his journey through the disease. “The biggest challenge I had was just hiding it from my friends, family, strangers and just about everyone out there. I would just sit in my room and not do anything, just not go out.”

To obtain a free copy of the “My Skin’s on Fire” DVD while supplies last, and learn more about psoriasis and the newest treatments available to treat the disease, visit [www.beyondpsoriasis.com](http://www.beyondpsoriasis.com)—the first educational Web site initiative that addresses the emotional, social and psychological impact of psoriasis on the lives of sufferers.