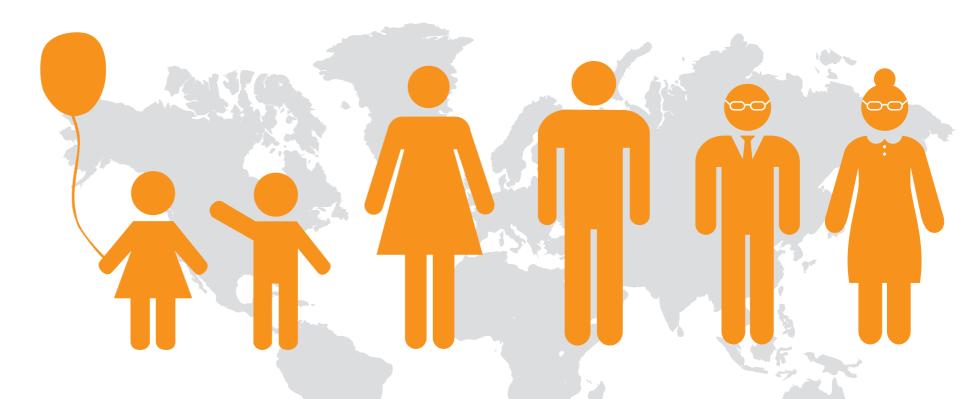
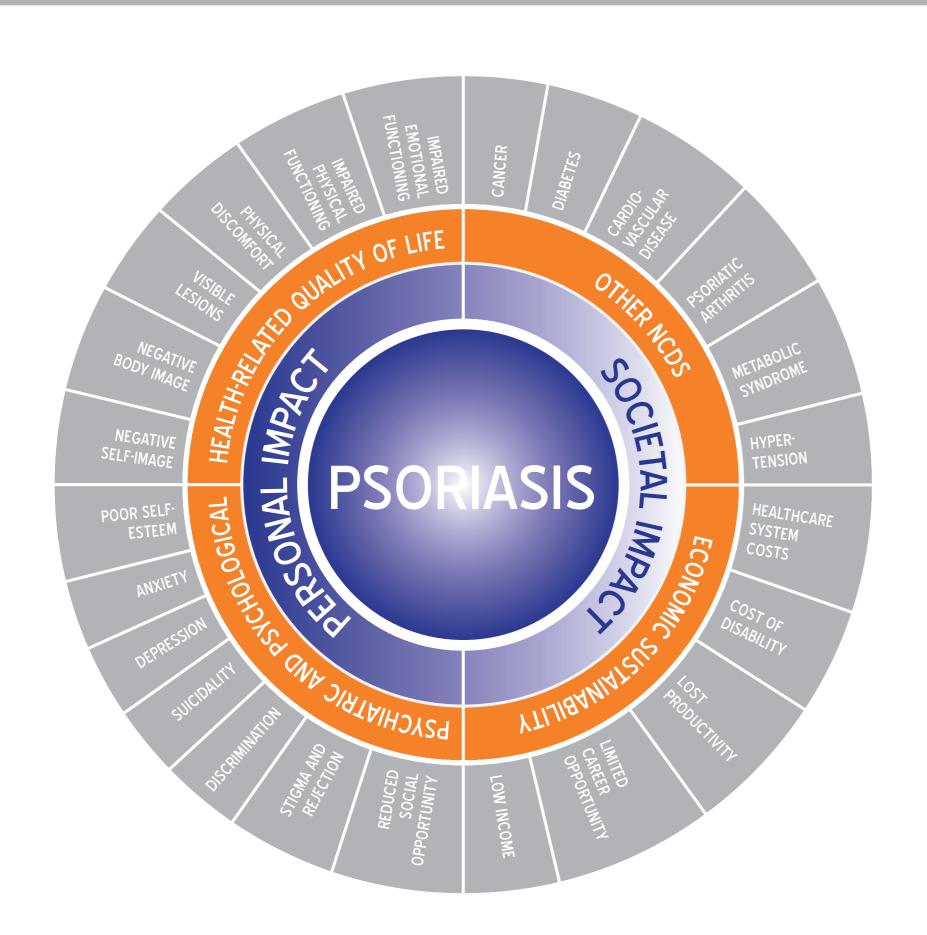
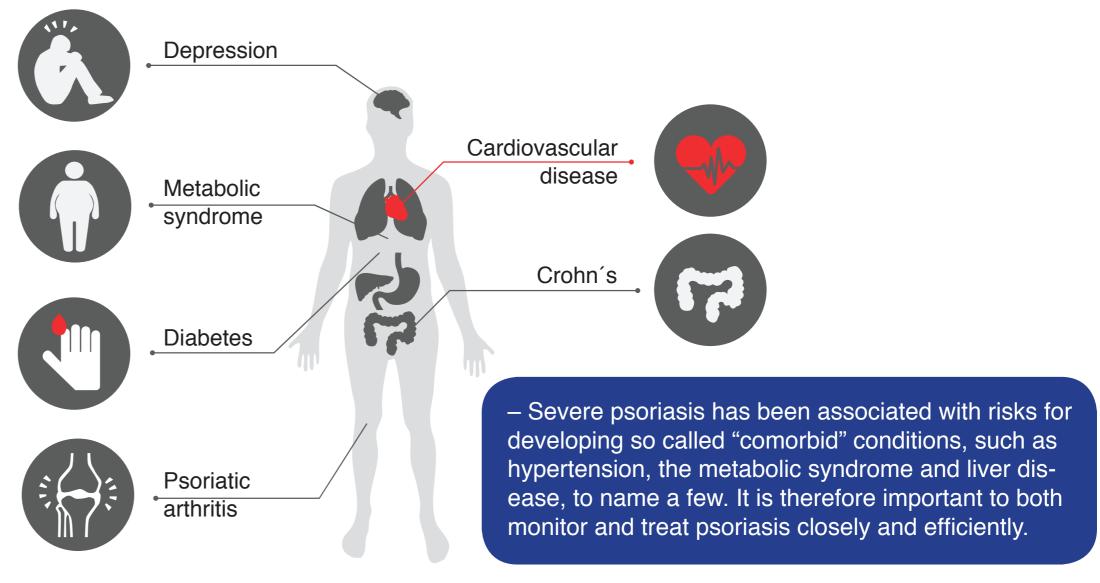
## Psoriasis affects more than 125000000 of the world's population



- Regardless of age, gender, ethnicity and socioeconomic status



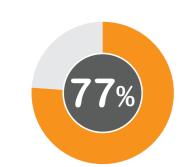
### Psoriasis affects the whole person





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

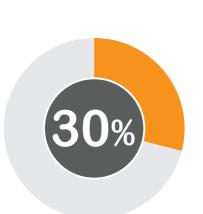


avoid playing sports\*3

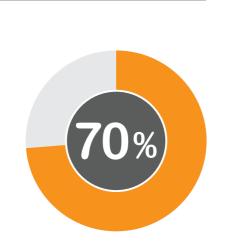


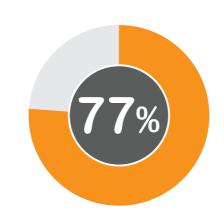
# The psychosocial burden of psoriasis

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



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





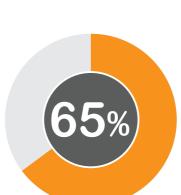
have experienced stigmatization\*5

The prevalence of suicidal ideation has been reported to be between

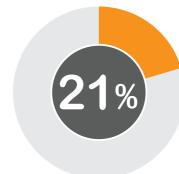


among people with psoriasis."

### 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.

\*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





<sup>\*4</sup> 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