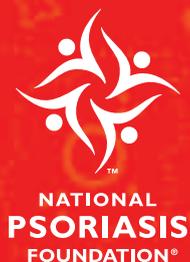


For more information, please contact the
National Psoriasis Foundation at 800-723-9166
or www.psoriasis.org.



PSORIASIS 101:
LEARNING TO LIVE IN THE SKIN YOU'RE IN
is part of an awareness program to educate young
adults with psoriasis, and their peers, to help bridge the
information gap and overcome the emotional and
physical barriers of living with psoriasis.

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GALDERMA



PSORIASIS 101:



LEARNING
TO LIVE IN THE
SKIN YOU'RE IN

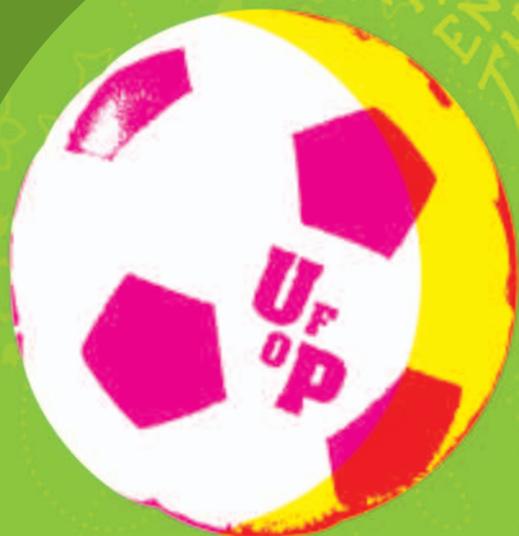
A MESSAGE FROM DAVID

My name is David and I am a 20-year-old living with psoriasis. I was first diagnosed in high school and thought it was the end of the world. And sports. But now I know that this is a treatable medical condition that many people live with every day. Although psoriasis has been a life-altering condition, I am in control of my life. If you have psoriasis, you can be too.

Surprisingly, most people do not know what psoriasis is or if they even have it. Living with this skin disease can make you feel embarrassed, isolated or reluctant to participate in sports or other activities.

The good news is that psoriasis doesn't have to define you or hold you back. That's why I am helping the National Psoriasis Foundation raise awareness about the impact of psoriasis on people my age—and their friends—and how young people with psoriasis can cope with this disease.

So, how much do you really know about psoriasis? Maybe you have it or know someone who has this disease. Before reading the rest of this brochure, take the quiz to get your personal Psoriasis IQ. Then let your friends take the test. Remember, everybody has something. You have psoriasis—you can deal with it with the right facts and friends.



THE 5 TYPES OF PSORIASIS

Plaque—Patches of raised red skin covered by a flaky white buildup called scale; this is the most common form of psoriasis.

Guttate—Small red dots on the skin, usually appearing on the arms, legs, chest and back.

Inverse—Smooth dry patches that are red and inflamed, often in the folds or creases of the skin, including under the arms and in the groin.

Pustular—Blister-like spots filled with fluid, surrounded by red skin; this is a relatively rare form of psoriasis.

Erythrodermic—Intensely bright red skin that looks like a bad sunburn; this is a rare form of psoriasis.

NOTE: Ten percent to 30 percent of people with psoriasis may develop psoriatic arthritis, in which the joints and soft tissue around them become inflamed, stiff and painful. Some common symptoms worth noting include morning stiffness, swelling of the joints and swollen digits.

PSORIASIS 101:

There's a lot going on in your life. Perhaps you're attending college or starting a career. Maybe you're away from home for the first time. You're making new friends. Choosing a major. Dealing with finals. Job interviews. All-nighters. Dating. Pledging. Psoriasis. Wait a minute! Psoriasis? What does *that* have to do with anything? A lot, actually.

Psoriasis often first appears in young adulthood, complicating an already busy time of transition. In fact, psoriasis may worsen when you're the most stressed and have the least time to handle it. And because you're juggling so many new challenges, psoriasis is the last thing you want to worry about.

You're far from alone. According to the National Institutes of Health, as many as 7.5 million Americans have psoriasis—more than 2 percent of the population.

Psoriasis is **not** contagious and **not** a threat to others. Although there is no known cure, there are plenty of ways you can reduce or eliminate the symptoms.

FRIENDS.
FINALS.
INTERVIEWS.
DATING.
PSORIASIS.

THE FACTS:

Psoriasis is a skin disease and once you have it, it lasts the rest of your life. It begins when the immune system mistakenly speeds up the growth cycle of skin cells. Normally it takes about a month for skin cells to mature and shed. But in skin affected by psoriasis, cells develop too quickly—in just 3 or 4 days. And instead of being shed, the

cells pile up and form red lesions covered by silvery scale.

Psoriasis has a genetic basis. Like other immune disorders—such as rheumatoid arthritis or type 1 diabetes—the risk of getting it increases if a close blood relative has it. If one of your parents has psoriasis, you stand a 10 percent to 25 percent chance of

developing it. If both of them have it, your odds increase to 50 percent.

You'll likely find psoriasis on your scalp, knees, elbows and torso. But it also can develop on your nails, hands, feet, genitals, buttocks and, rarely, your face.

You may have noticed that psoriasis tends to wax and wane.

Various things can cause psoriasis to worsen, but this varies from person to person. What might aggravate someone else's psoriasis may have no effect on your condition. Triggers can include emotional stress, injury to the skin, infections and reactions to drugs. Even the weather, diet and allergies may be culprits.

TREATMENT 101: "SO HOW DO I TREAT IT?"

Next time you experience a worsening of your psoriasis, remember this: **Psoriasis doesn't control you. You control your psoriasis.** And until a cure is found, there are a wide variety of treatments that can help you reduce or even eliminate symptoms.

DO discuss treatment options with a dermatologist. Prescription or over-the-counter? Spray, ointment or cream? Light treatment or injections? Remember, when you find an effective treatment, it's important to stick with it. Even if the treatment is not effective immediately, it is still important to stick with it to determine if it is effective. Just because the condition clears does not mean you should stop the therapy. Whatever treatment your doctor prescribes, staying with it may mean longer periods between flares.

DO accept that it may take some trial and error to find what works best for you, as a particular treatment may be appropriate for one person but not another.

DO get to know the triggers of your psoriasis. Triggers may often include emotional stress, injury to the skin, some types of infections and reaction to certain drugs. Whatever the cause, know which triggers affect you so you can protect yourself and be prepared to deal with them.

Here's a brief overview to help you sort it all out.

Topicals are widely used and are usually a first line of defense in treating psoriasis. Topicals are often used in combination with other treatments. Applied to the skin as a lotion, spray, cream, ointment or shampoo, they can slow down cell reproduction and reduce inflammation. Some require a prescription; others don't.

Combined with **bath solutions, moisturizers and nonprescription medications**, these relatively inexpensive therapies help moisturize, soothe, remove scale or relieve itching.

The most frequently used topicals are corticosteroids, more commonly called **steroids**, which generally work quickly and effectively. They are considered anti-inflammatory agents because they reduce swelling and redness. New developments have made efficacious topical medications more convenient than ever. Some of these topical steroids are now found in easy-to-use formulations—lotion, solution, foam, shampoo and spray. Steroids should only be used in conjunction with proper monitoring by your doctor. The permanency of steroid misuse can literally be physically scarring for life.

Phototherapy requires repeated exposure of the skin to ultraviolet light, using one of several techniques. The procedure is done under medical supervision and may be advised when topicals alone are not effective. A dermatologist will know if this treatment is right for you. Exposure to **sunlight and water** can help, too. The sun's ultraviolet rays slow the growth of skin cells and water helps soften lesions.

Systemic medications are available by prescription only. Taken by mouth or by injection or infusion, they affect the entire body. Within this category are newer drugs called biologics, which block psoriasis early in its development—in the immune system.

Be sure to work with your doctor when considering a treatment plan. Your doctor will be able to assess your needs and suggest a therapy that will work best based on your condition.

PSORIASIS: MILD. MODERATE.

Psoriasis can be mild, moderate or severe, depending on how much body area it covers. According to the National Psoriasis Foundation, the palm of the hand equals one percent of the skin:

Mild—Less than 3 percent of the body is affected

Moderate—Three percent to 10 percent of the body is affected

SEVERE.

Severe—More than 10 percent of the body is affected

Severity is also measured by the impact psoriasis can have on a person's quality of life. Psoriasis can have a big impact even if it involves a small area, such as the palms of the hands or soles of the feet.

COPING 101: "BUT SOMETIMES I FEEL SO ALONE!"

Having psoriasis is like being hit with a double whammy. Not only is there physical discomfort—itching, pain, irritation—but there is emotional discomfort as well.

That's partly because there are so many people who just don't understand what it's all about. Some may stare. Others may assume it's a rash or that you're contagious.

You know how exhausting it is to hide flare-ups and constantly explain what it is. Not surprisingly, despite the various effective treatments available, many people with psoriasis feel isolated and alone.

In October 2005, a nation-wide survey polled people between the ages of 18 and 25 who have psoriasis as well as those who don't. The goal was to gain a better understanding of the social and psychological impact of psoriasis on young adults.

Among young adults without psoriasis:

- ★ More than a third don't know if psoriasis is contagious
- ★ Almost half aren't sure if it's genetic
- ★ More than a third don't know whether they can "catch" psoriasis by touching it

Clearly, much can be done to help raise the public's collective Psoriasis IQ.

Among young adults who have psoriasis:

- ★ More than half try to hide it from others
- ★ Nearly half find it difficult to explain their condition to others
- ★ Almost half avoid the beach and swimming
- ★ A quarter say their ability to date and be sexually intimate has been affected
- ★ Nearly a third are depressed and almost a fifth feel lonely because of psoriasis

Keeping the lines of communication open can help make it easier for you to cope with your disease. Here are suggestions to get you started:

- ★ Accept your feelings. They are real; don't dismiss them. You may find yourself on a roller coaster of emotions because psoriasis flare-ups can be unpredictable, as are other people's reactions to it.
- ★ Ask for help. Find someone you can trust (whether or not he or she has psoriasis) who will listen to you and validate your feelings. Don't isolate yourself.
- ★ Find a dermatologist you can easily talk to. He or she may suggest ways to deal with the emotional aspects of psoriasis and may be your best partner in identifying a treatment plan that is effective. Finding a treatment that works may be the first step to feeling better emotionally.
- ★ Don't assume that if someone stares you're being judged. It can mean simple curiosity.
- ★ Talk about psoriasis. Be willing to discuss your disease with others to the extent you feel comfortable—whether they're your friends, classmates, co-workers, teachers, dating partners...or just someone in line in the supermarket! Offer accurate information, clearly and patiently. The more that people understand, the easier it will be for you and others with psoriasis in the long run.
- ★ Take action. The National Psoriasis Foundation can help connect you with other young adults who have psoriasis. The organization offers local support groups, online message boards and chats, as well as opportunities to volunteer and to attend conferences.
- ★ Live your life fully. While psoriasis is part of who you are, it doesn't define you. Don't let it alone determine your major life decisions, like your choice of a college, career or partner. Know that people with psoriasis can and do have normal lives.



QUIZ

1. Psoriasis is contagious.

True False

2. Psoriasis is believed to have a genetic basis.

True False

3. There is no known cure for psoriasis.

True False

4. All psoriasis lesions look the same and do not vary much from person to person.

True False

5. Certain events in a person's life can cause psoriasis to flare up.

True False

6. Psoriasis can cause people to feel depressed, fearful and lonely.

True False

(Answers on back cover)

YOUR PSORIASIS I.Q.:

For each correct answer, give yourself one point.

5-6 points: Your Psoriasis IQ is very good. Congratulations! Spread the wealth by sharing your knowledge with others.

3-4 points: Your Psoriasis IQ is good. To help you learn even more, seek out the many sources of information available, such as the National Psoriasis Foundation at www.psoriasis.org.

0-2 points: Your Psoriasis IQ needs improvement. Whether you have psoriasis or simply know someone who does, it's important to understand the basics. Contact the National Psoriasis Foundation to learn more.