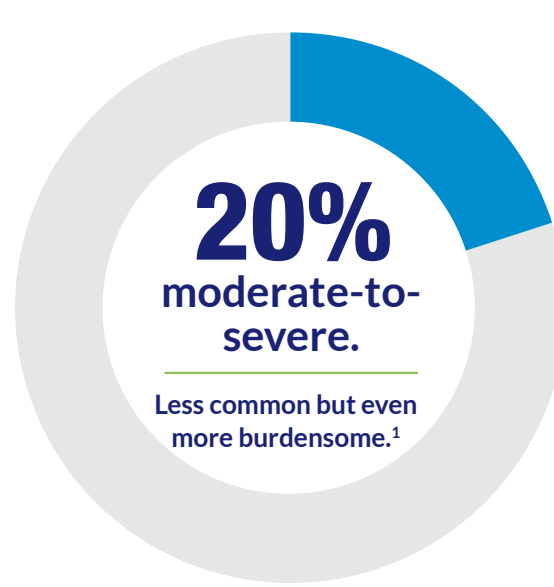
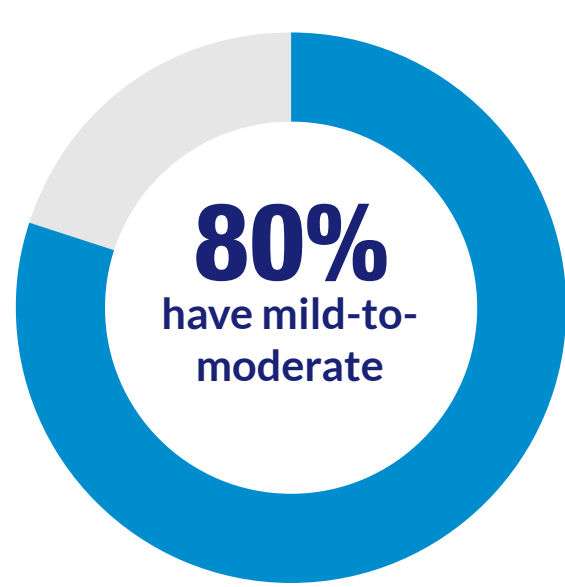


Psoriasis

Background

People with psoriasis



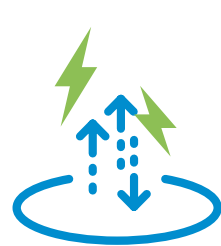
Plaque psoriasis is the most common form of psoriasis accounting for ~80-90% of cases.¹

10% | 20% | 30% | 40% | 50% | 60% | 70% | 80% | 90% | 100%

Risk factors & triggers²



Genetics or family history



Stress



Smoking or heavy alcohol consumption



Weather (e.g., cold, dry conditions)

Psoriasis treatment journey

Signs and symptoms can vary²

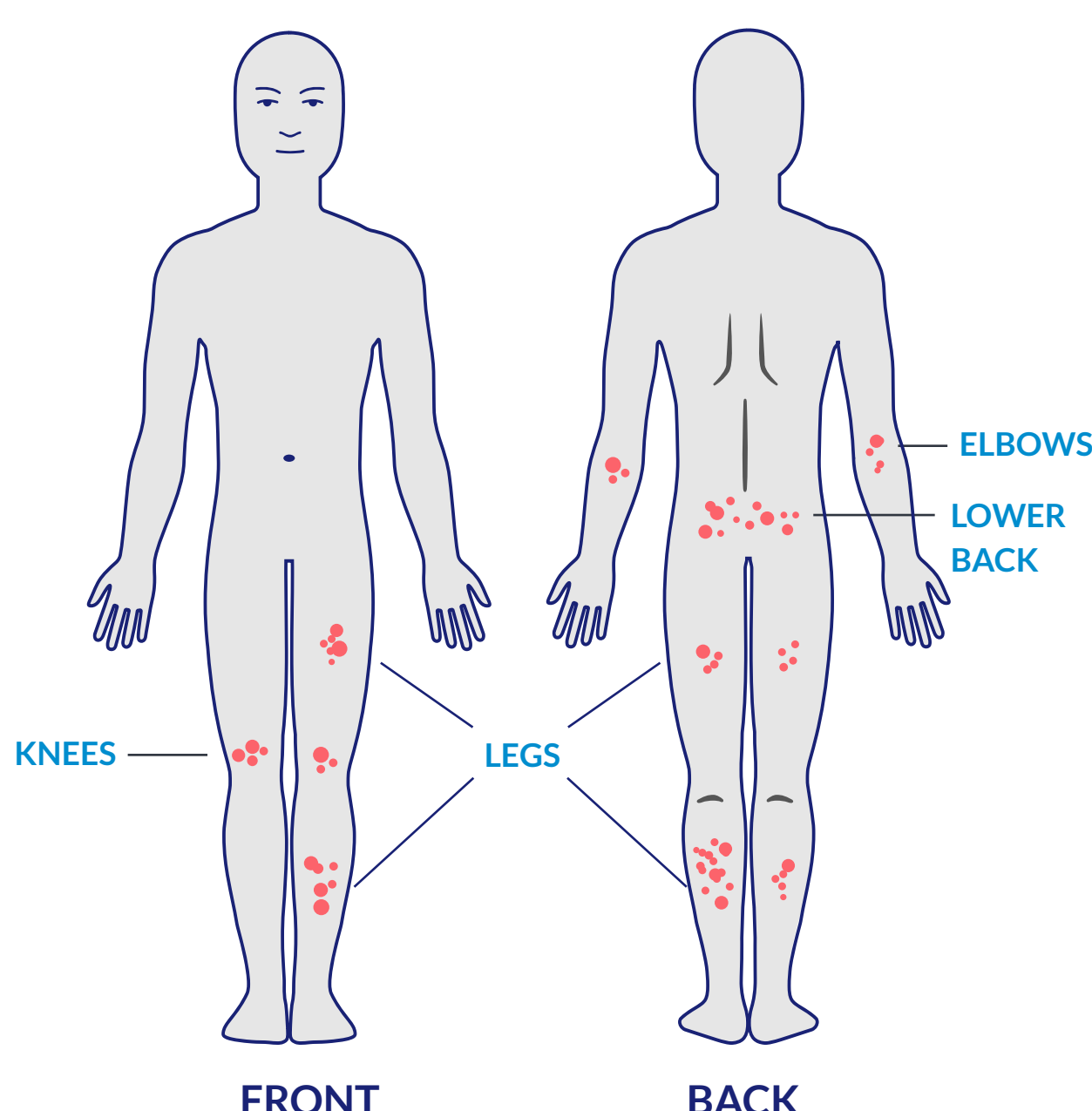
“ I have red patches of skin on my body that look like silvery scales. ”

“ I've been experiencing dry, cracked skin that bleeds and itches. ”

“ My elbows, knees and scalp have raised, inflamed patches that are painful. ”

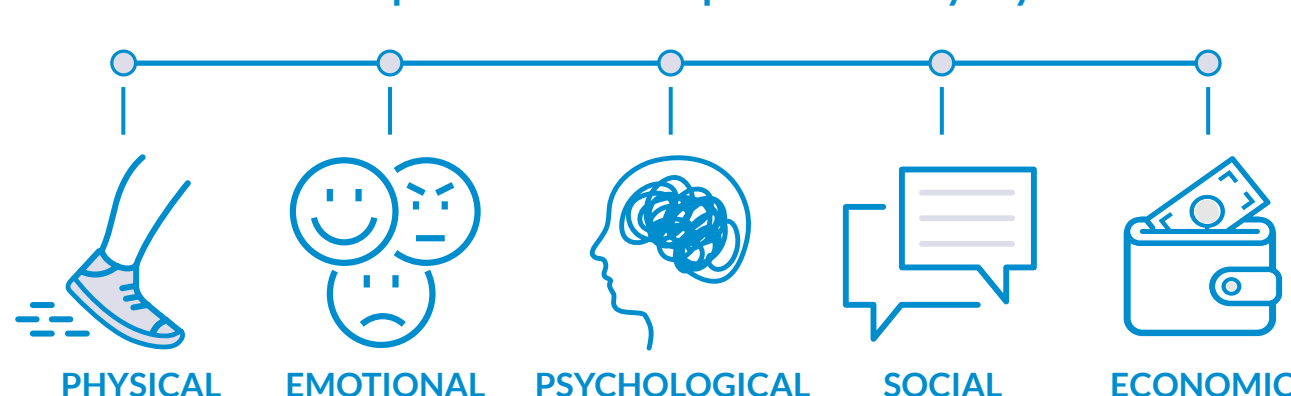
“ Patches of my skin often burn and are itchy and sore. ”

Plaque psoriasis can appear anywhere on the body, but is most common on³



Noticeable impact on quality of life^{4,5}

Because psoriasis isn't just skin-deep, it can impact different aspects of everyday life.



Current treatment options

Psoriasis treatments are not one-size-fits-all. When it comes to finding treatments that work, many people with psoriasis endure a frustrating trial-and-error process.^{6,7}

Treatment approaches depend on the specific needs of the individual, but most of those who are new to treatment start with topical corticosteroids.⁸

If those don't work well enough for any number of reasons, patients with psoriasis and their healthcare providers may turn to other treatment options, including non-steroidal topicals, over-the-counter topicals, phototherapy or an oral or biologic medication.^{8,9} Healthcare providers may also prescribe a combination of therapies to best manage symptoms.⁹

References

- ¹ Menter A, Gottlieb A, Feldman SR, et al. Guidelines of care for the management of psoriasis and psoriatic arthritis. *J Am Acad Dermatol.* 2008;58(5), pp.826-850.
- ² Mayo Clinic. Psoriasis. Available at: <https://www.mayoclinic.org/diseases-conditions/psoriasis/symptoms-causes/syc-20355840>. Accessed February 5, 2021.
- ³ National Psoriasis Foundation. Psoriasis. Available at: <https://www.psoriasis.org/plaque/>. Accessed February 5, 2021.
- ⁴ Mukhtar R, Choi J, Koo J. Quality-of-life issues in psoriasis. *J Am Acad Dermatol.* 2003;49(2 Suppl):S57-61.
- ⁵ Krueger G, Koo J, Lebwohl M, Menter A, Stern RS, Rolstad T. The impact of psoriasis on quality of life: results of a 1998 National Psoriasis Foundation patient-membership survey. *Arch Dermatol.* 2001;137(3):280-284.
- ⁶ Schaarschmidt M, Schmieder A, Umar N, et al. Patient Preferences for Psoriasis Treatments: Process Characteristics Can Outweigh Outcome Attributes. *Arch Dermatol.* 2011;147(11):1285-1294.
- ⁷ National Psoriasis Foundation. Treatments for Psoriatic Disease. Available at: <https://www.psoriasis.org/treatments-for-psoriatic-disease/>. Accessed February 5, 2021.
- ⁸ National Psoriasis Foundation. Topicals. Available at: <https://www.psoriasis.org/topical-treatments/>. Accessed February 12, 2021.
- ⁹ Wu J, Lu M, Veverka K, et al. The journey for US psoriasis patients prescribed a topical: a retrospective database evaluation of patient progression to oral and/or biologic treatment. *Journal of Dermatological Treatment.* 2018;30(5):446-453.