



The *Psoriasis: The Naked Truth* Programme Media Backgrounder

Programme background

- *Psoriasis: The Naked Truth* is a pan-European programme to educate about the physical and emotional impact of psoriasis and to encourage people who have been diagnosed with psoriasis to seek the best treatment for them.
- The centrepiece of the programme is an exhibition of photographs and patient stories which will bring to life what it is like to live with psoriasis and challenge much of the stigma that can be associated with psoriasis.
- Wyeth created and funded *Psoriasis: The Naked Truth*.

Photo exhibit

- 19 people from 14 countries spanning 3 continents, came together to bare their skin and share their stories to expose “The Naked Truth”: what it is really like to live to live with psoriasis.
- Together, the photographic portraits and stories make up a first of its kind exhibit offering a unique insight into living with psoriasis and the impact that optimal treatment can make.
- The exhibit will open on March 26 2009 in Amsterdam and then will travel throughout Europe to various professional and patient congresses.
- The exhibit can be viewed from March 26 2009 at www.psoriasisthenakedtruth.com



Website

- Through www.psoriasisthenakedtruth.com, people across the world will be able to access the *Psoriasis: The Naked Truth* photo exhibition, find out more about the people featured, view the “behind the scenes” documentary and learn more about psoriasis and available treatment options.
- On 26 March 2009, www.psoriasisthenakedtruth.com will go live.

Documentary

- To add another dimension to the *Psoriasis: The Naked Truth* programme, a short documentary captures what it was like “behind the scenes” of the photo shoot as it follows four of the participants’ experiences.
- The documentary can be viewed from March 26 2009 at www.psoriasisthenakedtruth.com

About psoriasis and treatment

- Across Europe 5.1 million people suffer from psoriasis,¹ a third of which will first see signs of the condition before the age of 16²
- Psoriasis is more than a skin condition. It can have a profound effect on a person's quality of life. Patients report depression, anxiety and embarrassment over the appearance of their skin and the reactions of others to their skin³
- There is no cure for psoriasis⁴, but treatments are available that give people with psoriasis the opportunity to experience clearer skin and improved quality of life⁵
- Treatments include topical medications such as creams and ointments that can be placed on the skin and systemic treatments that work throughout the body.⁴ Newer systemic treatments include the biologics, which have been designed to target specific molecules in the body that are involved in producing the condition. Biologics can offer hope for being a safe and effective treatment option^{5,6}
- It is important that people with psoriasis talk to their doctor about all the treatment options available in order to try to identify the best treatment for them

References

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