



# Health Awareness

## Summer Fashion Trends: Addressing Psoriasis™ To Fit Your Style

(NAPSA)—Summer fashion trends vary from year to year, but a common thread connects them all—the desire to bare one’s skin during the warmest months. Indeed, shorts and tank tops are most people’s go-to summer clothing choices, but not everyone is interested in showing so much skin.

Nearly 7 million Americans have psoriasis, a chronic disease of the immune system that causes skin cells to grow at an accelerated rate. Feelings of self-consciousness that come with their disease may mean that showing skin is not the preferred way to beat the summer heat. Fear of exposing the inflamed red plaques that can manifest on the body due to plaque psoriasis causes many sufferers to cover up and hide their skin behind heavier, less revealing clothing.

Although there are several types of psoriasis, approximately 80 percent of patients suffer from plaque psoriasis, which causes red scaly patches that can be painful and itchy. In addition, plaque psoriasis can also negatively impact people’s lives in other ways by causing people to feel helpless, embarrassed, angry, frustrated and/or self-conscious. In fact, according to a 2007 National Psoriasis Foundation survey, 40 percent of patients reported choosing their clothing to conceal their psoriasis. The Foundation’s 2008 survey also found:



**Tim Gunn and Dr. Susan Taylor joined the Addressing Psoriasis™ campaign to raise awareness about psoriasis and the impact the disease can have on individuals’ self-confidence and personal style. Visit [AddressPsoriasis.com](http://AddressPsoriasis.com).**

- 63 percent of respondents expressed significant feelings of self-consciousness
- 57 percent indicated that their psoriasis impacts their self-esteem

Each survey had approximately 400 respondents, two-thirds of whom reported being diagnosed with moderate to severe psoriasis.

The *Addressing Psoriasis™* campaign was developed to inspire people with plaque psoriasis to be confident and not allow the condition to inhibit their individual style. Television host and fashion consultant, Tim Gunn (“Project Runway,” “Tim Gunn’s Guide to Style”), joined the campaign to help raise awareness of psoriasis and the impact it can have on an individ-

ual’s personal style. Gunn and dermatologist Susan C. Taylor, M.D., encourage people with psoriasis to visit their dermatologist for information about managing their disease. *Addressing Psoriasis™* is sponsored by Amgen and Wyeth with participation from the American Academy of Dermatology, the National Psoriasis Foundation and Psoriasis Cure Now.

“Seeing a dermatologist is the first step that psoriasis patients can take in managing their condition,” said Dr. Taylor, assistant clinical professor of dermatology,

Style is just as much about self-confidence as it is clothing, and people who suffer from psoriasis should work to address their disease by talking with a dermatologist and visiting [addresspsoriasis.com](http://addresspsoriasis.com) for:

- Helpful information about psoriasis
- Links to resources such as:
  - American Academy of Dermatology
  - National Psoriasis Foundation
  - Psoriasis Cure Now
- More information about the *Addressing Psoriasis™* campaign
- Style tips from Tim Gunn



the College of Physicians and Surgeons, Columbia University. “The confidence that comes with taking steps toward controlling the disease can help people feel more secure in their personal style.”