

# SECURE IN MY SKIN: CANADIAN WOMEN OPEN UP ON EMOTIONAL TOLL OF PSORIASIS

Psoriasis is an inflammatory skin condition classified by red, flaky and itchy rashes. Not only can it lead to other more serious conditions, like psoriatic arthritis, but it's also a physical and emotional drain on sufferers, and those psychological effects aren't measured in the doctor's office.

That's why we asked 117 women how psoriasis affects them. Not how painful it is, or how it's medically classified, but how it has changed their lives.

**And, more importantly, how it makes them feel.**

Psoriasis affects about  
**3 in every 100**  
**Canadians.<sup>2</sup>**



**9 out of 10**  
**women**

with psoriasis have had their self-confidence negatively affected by the condition.

That loss of confidence can affect someone's entire life.



**Clothing**  
85% of women alter their wardrobe to hide their psoriasis.



**Friends**  
66% of women have avoided social activities because of psoriasis.

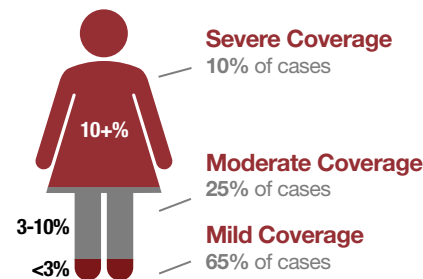


**Careers**  
20% of women sometimes even avoid going to work because of psoriasis.

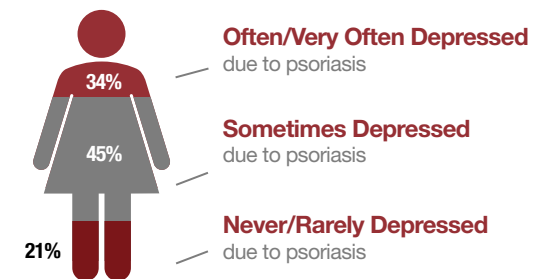
# SEX

It can also affect their relationships.  
(51% of women sometimes avoid intimacy because of psoriasis.)

Doctors diagnose the severity of disease based on the amount of the body covered<sup>3</sup>.



But what that diagnosis doesn't take into account is that even mild psoriasis can have an impact on emotional well-being.



**And in 79% of women, it does.**

**2 out of 3 patients** feel their psoriasis is not under control, and **1 out of 3** are not taking treatment to control it.



**More than half (54%)** of them feel that they've run the course with every available treatment.



But new treatments are always being developed.



So if you're living with psoriasis and affected the way these women are, let your doctor know how severely your psoriasis affects your life.



**Because you're not alone in feeling that way.**

<sup>1</sup><http://www.canadianpsoriasis.ca/index.php/en/psoriasis/what-is-psoriasis>

<sup>2</sup><http://www.canadianpsoriasis.ca/index.php/en/psoriasis/what-is-psoriasis>

<sup>3</sup><http://www.canadianpsoriasis.ca/index.php/en/psoriasis/what-is-psoriasis>

<sup>4</sup>The Canadian Association of Psoriasis Patients. "Secure in My Skin Survey." October 2014.



Join the conversation at  
**facebook.com/CanadaPsoriasis**

Created by:



Supported by:

