

## People with Psoriasis "Go Naked" To Stop Stigma

### *Striking new images from celebrity photographer challenge public perception of Psoriasis*

Taplow UK, October 29 2009, Psoriasis: The UK Naked Truth Campaign, launched by Wyeth, now part of Pfizer Inc., to coincide with World Psoriasis Day, aims to expose the truth behind psoriasis and demonstrate that it is more than just a skin condition for the estimated 1.5% of the UK population who experience it.<sup>1</sup>

Brave images of people with psoriasis going naked have been taken by celebrity and fashion photographer Daniel Kennedy and challenge public misconceptions and 'taboos' that surround the condition. Through these images they hope to inspire other people with psoriasis to feel just as confident in the way they look, as well as break down the barriers they face.

Commenting on her involvement in the campaign, mum of three Susie, 47, who has had psoriasis for 14 years, said: "In my experience few people totally understand the effect psoriasis can have on your life. Physically speaking it is incredibly uncomfortable and painful but it can also have a big psychological effect. The frequent stares and comments can be very upsetting. Going naked for these photographs was one of the hardest things I have done, but challenging the stigma and educating other people has made it more than worth it."

Psoriasis is not just a skin condition but can also have a profound effect on a person's emotional wellbeing. In fact people with psoriasis can even withdraw from society and experience depression and anxiety.<sup>2</sup>

Psoriasis: The Naked Truth is a UK initiative led by Wyeth Pharmaceuticals. Wyeth is now part of Pfizer Inc. The centrepiece of the campaign is a

photographic exhibition showcasing these brave images, which is available at [www.livingwith.co.uk/nakedtruth](http://www.livingwith.co.uk/nakedtruth) Accompanying these shots are the personal stories of the people themselves. These highlight the great difficulties they have faced overcoming the psychological impact of psoriasis and demonstrate how they have come to terms with their condition and not let it impact on their everyday lives.

### **The further impact of psoriasis**

As well as psychological problems, psoriasis has also been linked to a number of other conditions including an increased risk of obesity, Type 2 diabetes, liver disease<sup>3</sup> and may be an independent risk factor for heart attacks, especially in young patients with severe psoriasis.<sup>4</sup> In fact some people with psoriasis experience a very low quality of life similar to or even worse than people with other chronic conditions such as heart disease or stroke.<sup>2</sup>

For information on Psoriasis: The Naked Truth in the UK visit [www.livingwith.co.uk/nakedtruth](http://www.livingwith.co.uk/nakedtruth) for information on the wider European campaign that it is a part of visit [www.psoriasisisthenakedtruth.com](http://www.psoriasisisthenakedtruth.com).

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### **Notes to Editors**

#### **About Wyeth**

Wyeth is now part of Pfizer Inc. The merger of local Wyeth and Pfizer entities may be pending in various jurisdictions and is subject to completion of various local legal and regulatory obligations. To learn more, please visit [www.pfizer.com](http://www.pfizer.com)

### **References**

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<sup>1</sup> Gelfand J et al. Prevalence and Treatment of Psoriasis in the United Kingdom. *Arch.Dermatol.* 2005;141:1537-1541

<sup>2</sup> Richards HL et al. The contribution of perceptions of stigmatization to disability in patients with psoriasis. *J Psychosom Res.* 2001;50:11-15.

<sup>3</sup> Gottlieb A et al, Psoriasis comorbidities. *Journal of Dermatological Treatment.* 2008; 19: 5-21.

<sup>4</sup> Gelfand J et al. Risk of Myocardial Infarction in Patients with Psoriasis. *JAMA.* 2006;296:1735-1741.