

## **Psoriasis awareness efforts by Novartis praised at Sharm Derma 2018 conference**

Psoriasis is a common, non-contagious autoimmune disease that affects one in 50 people - or 125 million - worldwide, a dermatology professor said. Speakers at the conference hailed Novartis' psoriasis awareness campaign in the Middle East, namely in the UAE, saying the campaign offered hope and inspired psoriasis patients.