

PRESS CLIPPING SHEET

PUBLICATION:	Business Today
DATE:	December-2018
COUNTRY:	Egypt
CIRCULATION:	10,000
TITLE:	Sharm Derma Conference in collaboration with Novartis Pharma S.A.E promotes better understanding of Psoriasis
PAGE:	79
ARTICLE TYPE:	Agency-Generated News
REPORTER:	Staff Report
AVE:	1,500

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Sharm Derma Conference in collaboration with Novartis Pharma S.A.E. promotes better understanding of Psoriasis

During the Sharm Derma Congress taking place in Cairo, October 24-27, coinciding with World Psoriasis Day, Novartis Pharma S.A.E (Novartis Egypt), in collaboration with the Egyptian Psoriasis Patient Society (under establishment) shed light on one of the world's most prevalent autoimmune skin disorders, to help improve patients' lives by promoting better understanding of the illness among the general public and healthcare professionals. Prof. Assem Farag, President of the Sharm Derma Congress said, "This edition of the Sharm Derma Conference marks the beginning of many initiatives we have underway to raise awareness of psoriasis and take steps towards advancing patient care on many fronts. Despite its prevalence, psoriasis is one of the most misunderstood autoimmune skin disorders. Many people living with psoriasis experience anxiety, embarrassment and depression, they also face discrimination because others fear the condition is contagious. Our goal is to change that."

