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### **Sharm Derma Congress, Novartis Pharma promote better understanding of Psoriasis**

**DURING** the Sharm Derma Congress, which was held in Cairo from 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.

"This edition of the Sharm Derma Congress marks the beginning of many initiatives 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," Prof. Assem Farag, President of the Sharm Derma Congress said.

"Psoriasis is a common, non-contagious, autoimmune skin disorder that affects almost 125 million people

worldwide – about one adult in 50," said Prof. Mahira El Sayed, former head of Ain Shams University Dermatology and Venereology Department, and Head of Egyptian Psoriasis Patient Society (under establishment) "It is not simply a cosmetic problem, but a persistent, chronic condition caused by skin cells multiplying up to 10 times faster than normal with the intense volume of red, scaly patches leading to pain, discomfort and even psychological problems," he said.

Dr Assem Farag shared Novartis' "Skin to Live" Middle East regional campaign launched specifically in the UAE in 2017, saying, "Novartis has been at the forefront of raising awareness about critical disease areas, including psoriasis, with the launch of an integrated campaign designed to inspire hope and drive action for patients to break free from the challenges of living with psoriasis. This is a groundbreaking regional patient activation endeavor seeking to empower all those affected by psoriasis, and encourage them to take proactive steps to overcome its challenges. This campaign is expected to be launched soon in Egypt."