

LIVING WITH PSORIASIS:

Canadians share their views

Highlights from an online national survey of 507 Canadian adults diagnosed with psoriasis.



46%



53%

TREATMENTS

Among Canadians living with psoriasis:

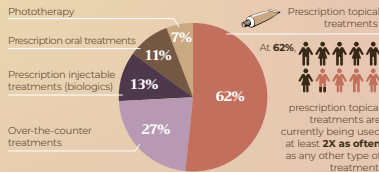
80%

Prescription topical treatment options are the most tried treatment type.

4

is the average number of prescription topical treatments tried.

CURRENTLY USED TREATMENTS



At 62%



prescription topical treatments are currently being used at least **2X as often** as any other type of treatment.

Most patients who are using prescription topical treatments are using on average **2 types**, with a small number reporting they are using as many as 10 types.

More than half (53%) would prefer topical treatments to any other type of treatment (creams, ointments, lotions).

Steroid-free topical treatments in particular are preferred to topical steroids by a ratio of **2:1**



Patients are looking for innovation in topical treatments.

Those who have already tried topical treatments for their psoriasis want **more effective** and **simpler to use** topical treatment options.

A snapshot of what patients want:

88%

wish there were **more effective** topical treatment options.

87%

wish they could use a **single use** topical therapy anywhere on their body.

83%

wish that topical treatments could be used **once daily**.

82%

wish topical treatments were **easier to use**.

81%

wish there were **more steroid-free** topical alternatives.

INTERTRIGINOUS PSORIASIS

Greater awareness and understanding of psoriasis that occurs in intertriginous areas is needed.

36% of respondents have experienced psoriasis in intertriginous areas.

Those who have experienced psoriasis in intertriginous areas have **more wide-spread symptoms** and on average have more areas of the body affected:

- 6 body parts on average vs. 3 among those who haven't experienced psoriasis in an intertriginous area.

58% of intertriginous psoriasis patients who have a healthcare provider **do not show their provider** all areas of their body affected by psoriasis.

Embarrassment is the #1 reason preventing them from doing so.

What is intertriginous psoriasis?

Psoriasis in areas of skin-on-skin contact, such as the armpits, under the breasts, stomach folds, between the buttocks, and in the groin area.

43%

with intertriginous psoriasis are embarrassed to show the affected areas of the body to a health care professional.

“ Respondents reveal that embarrassment holds them back from effective treatment. ”

“ Respondents suggest that having more confidence to speak up about their psoriasis could lead to a better treatment journey. ”

INTIMACY AND EMOTIONAL IMPACT

THE EFFECTS OF PSORIASIS ARE MORE THAN SKIN DEEP.

- **Two in five** respondents (38%) avoid activities requiring less clothing or undressing.
- **One in four** (24%) go as far as to avoid sexual relationships.
- This avoidance **goes up to 43%** among those with intertriginous psoriasis.
- **70%** indicate that psoriasis negatively impacts their self-confidence.
- **More than half** (54%) also note that they're afraid of how other people will react to their psoriasis.
- **50%** surveyed would rather live with a permanent scar than deal with the day-to-day symptoms of psoriasis.
- **28%** of patients feel judged and that people are afraid to get physically close – this **goes up to 37%** among those with intertriginous psoriasis.
- **More than half** (53%) admit that the lack of understanding around psoriasis adds to the emotional impact.
- **Over a third** (36%) believe that people around them diminish or minimize their experience with psoriasis.



PSORIASIS IN MEN

Survey results show no significant difference in the impact of psoriasis by gender, highlighting the need to include men in the conversation about psoriasis and illustrate men's experiences and the challenges they face around confidence and self-image.

THE HIDDEN SOCIAL BURDEN OF PSORIASIS

Psoriasis patients, especially those under the age of 35, are denying themselves everyday experiences such as posting pictures on social media, with some going as far as to cancel plans with friends or a date.



The psoriasis patient survey was conducted by Legato in March 2020, commissioned by Arcutis Canada, Inc. in collaboration with the Canadian Association of Psoriasis Patients. <https://legato.io/en/brand>