**National Psoriasis Speaker Guidance**

**Key NPF Messaging:**
- Psoriatic disease – which includes both psoriasis and psoriatic arthritis – is chronic and life-long
- Psoriatic disease is related to an over-active immune system and is not contagious
- Psoriatic disease affects over 8 million individuals in the U.S. and 125 million worldwide.
- Individuals of every age, from every background and all income levels may develop psoriatic disease
- There is no known cure for psoriasis or psoriatic arthritis
- Despite there being no cure, current available treatments allow people living with psoriatic disease to experience up to 100% clearance of disease symptoms
- Psoriatic disease is a personalized, complex disease and what works for one person may not work for another
- Managing psoriatic disease is possible by developing a treatment plan with your provider
- Complementary and alternative therapies such as diet and exercise may support overall good health and reduce the burden of related conditions, though they are not a substitute for treating psoriatic disease

**NPF Resources:**
- Psoriasis Navigation Center
  - discover treatment options
  - prepare for appointments
  - help with accessing care – specialists and treatments
- Psoriatic Disease Management & Treatment educational booklets/fact sheets
- Patient Webcasts
- Live education events
- One to One peer support program
- Provider directory

**Treatment Terms:**
In order to maintain anonymity and an unbiased discussion, we recommend all speakers refrain from using brand names when talking about current and past treatments. Terms that can be used instead of medication names include:
- biologic (injectable, infusion)
- systemic (non biologic internal treatment)
- topical
- light/laser therapy
- OTC (over-the-counter non-prescription products)