

14th September, World Atopic Eczema Day

Almirall raises awareness of the mental burden of skin diseases launching the campaign “The True Colours of Atopic Dermatitis”

- “The True Colours of Atopic Dermatitis” campaign is aimed at raising awareness of the physical symptoms and emotional impact of this highly prevalent chronic skin condition – affecting an estimated 2% to 7% of adults worldwide¹ and up to 4.4% of adults in the EU²
- The daily challenges of people living with atopic dermatitis and its broad impact on their lives remain largely invisible and misunderstood, with approximately 30% of patients reporting symptoms of anxiety or depression^{3,4,5}
- Based on Almirall’s dedication to understanding patients’ needs, testimonials and visualisations bring to life the daily challenges of patients with AD – including the physical symptoms, appearance, discomfort, and the impact on their wellbeing
- Almirall supports GlobalSkin and the EFA's initiative for World Atopic Eczema Day 2024, an awareness day launched in 2018 to draw global attention to the disease and its impact on patients

Barcelona, Spain. 13th September 2024 – On World Atopic Eczema Day, **Almirall S.A. (BME: ALM)**, a global pharmaceutical company dedicated to medical dermatology, **launched the campaign “The True Colours of Atopic Dermatitis”** to raise awareness of the mental and emotional impact of chronic atopic dermatitis (AD). The campaign supports World Atopic Eczema Day (September 14), co-founded in 2018 by the International Alliance of Dermatology Patient Organizations (also known as GlobalSkin) and the European Federation of Allergy and Airways Diseases Patients’ Associations (EFA).

Atopic dermatitis (AD, also called eczema) is a common, relapsing, chronic skin disease⁶ that affects an estimated 2% to 7% of adults worldwide¹ and up to 4.4% of adults in the EU². **People with AD are impacted by both, physical and emotional symptoms of the disease⁷**, with emotional distress and impaired physical and social functioning being key factors that negatively impact their quality of life^{8,9}.

Approximately 30% of patients report symptoms of anxiety or depression^{3,4,5}. However, the extent of the social, emotional and economic **challenges faced by AD patients remains largely invisible**, with the condition frequently dismissed as “just a rash”. This underscores the need for greater awareness and understanding to better support those living with this condition.

The True Colours of Atopic Dermatitis

Almirall’s focus on supporting people with skin conditions, and the dermatology community is grounded in a deep understanding of patients’ needs. Driving broad awareness of the emotional impact of atopic dermatitis in addition

to the stigma and the physical symptoms is at the heart of supporting people living with this often-debilitating condition. Showing “the true colours of AD” means to uncover and explain patients' real feelings, the hidden emotional struggles, and broad impact of the disease - without filters.

As part of this campaign, patient testimonies and illustrations explain the emotional spectrum experienced by AD patients, from isolation and anxiety to relief. The website www.atopicall.com has been created hosting videos and educational content to make the patient stories and insights broadly accessible,

“The far-reaching effects of atopic dermatitis extend beyond the skin, impacting patients’ wellbeing and daily functioning in their personal life, at work or school. Understanding these personal challenges is essential for providing better care and support patients with a successful management of the disease” noted **Dr. Volker Koscielny, Almirall’s Chief Medical Officer**. *“Our commitment to people with Atopic Dermatitis is based on our dedicated partnership with both patients and dermatologists. On World Atopic Eczema Day, we highlight the importance of addressing all challenges associated with this condition, and we pledge to continue developing solutions that enhance the wellbeing of patients worldwide”*, he added.

“On September 14, we unite as a global patient community for World Atopic Eczema Day. We raise awareness for this multi-dimensional condition and the impact it has on the millions of patients and caregivers worldwide. We understand the many burdens faced by people living with atopic eczema which impacts their physical and mental wellbeing and often restricts their lives. We call upon healthcare professionals and policy makers to join us to demonstrate how they support for atopic eczema patients all over the globe. Together we can make change happen,” said **Jennifer Austin, Chief Executive Officer of GlobalSkin**

About atopic dermatitis

AD, also referred to as atopic eczema, is a non-contagious chronic, inflammatory disease characterized by recurrent inflammation of the skin often associated with intense pruritus or itching. Beyond the evident physical manifestations such as dryness, itchiness, redness, and inflammation, this condition can exert profound emotional effects that can significantly disrupt the academic, social, and professional lives of those affected. With an estimated prevalence of up to 4.4% among adults in the EU, the incidence of AD appears to have increased in recent decades, with approximately 20-30% of patients having moderate-to-severe disease.

About Almirall

Almirall is a global pharmaceutical company dedicated to medical dermatology. We closely collaborate with leading scientists, healthcare professionals, and patients to deliver our purpose: *to transform the patients' world by helping them realize their hopes and dreams for a healthy life*. We are at the forefront of science to deliver ground-breaking, differentiated medical dermatology innovations that address patients’ needs.

Almirall, founded in 1944 and headquartered in Barcelona, is publicly traded on the Spanish Stock Exchange (ticker: ALM). Almirall (total revenue in 2023: €898.8 MM, 1900 employees globally) has direct presence in 21 countries and marketed products in over 100.

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