

# The Skin I'm In: Living with Atopic Dermatitis

Atopic Dermatitis is a chronic and highly prevalent dermatological condition affecting



17% of Canadians

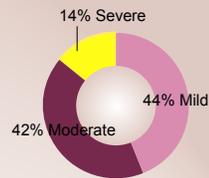
Symptoms range from red, itchy skin to repeated flare-ups of oozing, crusted rashes

## Survey Demographics

132 Individuals with AD



From Canada and the United States



Varied AD severity



Female



Average age

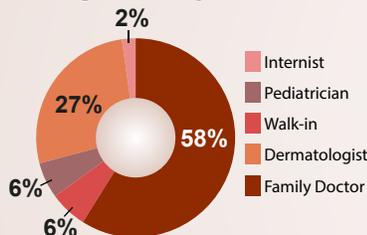
## Patient Journey

Average age of diagnosis **24** years

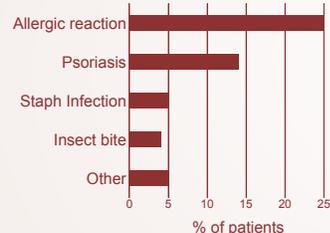
**79%** Diagnosed in < 30 days

**44%** Have tried more than 5 treatments

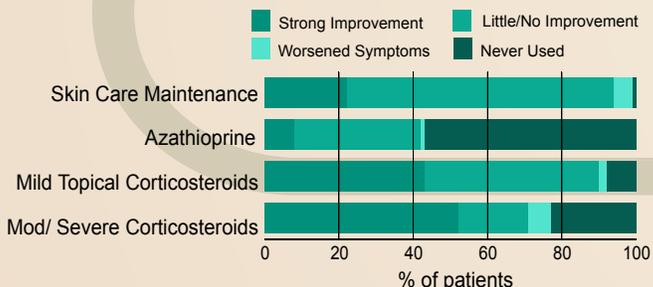
Diagnosed by:



Common Misdiagnoses



Treatments have varied success



**52%** Care for their AD themselves

**37%** With moderate/ severe AD are dissatisfied with the health system

**52%** Have at least 1 blistering flare-up monthly

Missed an average of **2.4** school/work days a month

Sleepless Nights with Severe AD

**74%** at least 1 night monthly **20%** more than 10 nights monthly

Sources of information for patients with moderate/severe AD

**75%** from physicians

**66%** from websites

Patients want **more knowledge**

**54%** Medication & treatment options

**51%** Dietary changes **25%** Stress management