

World Atopic Eczema Day

“Moving aheAD”, by Almirall: A Message to Raise Awareness about Atopic Eczema

- The dermatology company Almirall wants to elevate knowledge about atopic eczema or dermatitis (AD), a chronic, non-contagious disease that affects 4.4% of adults in EU, 20-30% of these have moderate-to-severe disease^{1,2,3}
- Atopic eczema not only involves recurrent skin inflammation and itching, but also significantly impacts emotional wellbeing, physical activity, sleep quality, work productivity, and interpersonal relationships⁴
- Almirall has created the “Atopical Museum”, a virtual space to explore myths and facts about atopic dermatitis through adaptations of famous paintings such as Velázquez's “Las Meninas” or Leonardo da Vinci's “Mona Lisa”
- Almirall also supports GlobalSkin's initiative for World Atopic Eczema Day 2023, an awareness day launched in 2018 to draw global attention to the disease

BARCELONA, Spain. 14th September, 2023 – Atopic eczema or atopic dermatitis (AD) presents a significant challenge for patients and their families, impacting their daily lives, health, and overall wellbeing. In observance of World Atopic Eczema Day, Almirall, a global biopharmaceutical company focused on medical dermatology, **today unveiled its atopic dermatitis awareness campaign “Moving aheAD”**.

The campaign's inaugural endeavor, the **“Atopic Museum”**, is a virtual space designed to foster a deeper understanding of AD by dispelling the myths and presenting facts about the condition through **the lens of renowned paintings such as “Las Meninas” by Velázquez, Vermeer's “Girl with a Pearl Earring” or Leonardo da Vinci's “Mona Lisa”** adapted by the artist Aireee. This innovative initiative debunks prevalent misconceptions surrounding AD, including its alleged contagious nature, its attribution to psychological factors, and the assumption that its impact is uniform for all sufferers. Instead, the “Atopic Museum” seeks to illuminate the realities of AD's significant influence on wellbeing and social interactions.

AD, or atopic eczema, is a non-contagious chronic, inflammatory disease of the skin characterized by recurrent inflammation of the skin associated with intense pruritus or itching. Beyond the evident physical manifestations such as dryness, itchiness, redness, and inflammation, this condition exerts profound emotional effects that can significantly disrupt the academic, social, and professional lives of those affected.⁴ 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 grappling with moderate-to-severe disease.^{1,2,3}

Understanding the daily struggles of those living with atopic dermatitis is extremely difficult as the complexities of this condition often remain hidden from view. **África Luca de Tena, Co-Founder of AADA (Spanish Association of people suffering from AD) and a patient with AD** explains her experience: *“We AD patients often feel trapped in our own skin, experiencing a sensation similar to the discomfort of a sunburn. This feeling lasts for days, accompanied by countless cracks and sores caused by incessant scratching. Describing the itch is nearly impossible; at times, it feels like it's running through my bones, an intense and deep sensation that compels me to scratch almost compulsively. Living with this condition has shaped my understanding of the world. For the*

longest time, I believed that sweat was inherently itchy, and only recently have I realized that it is not the case. This anecdote is a reminder of how this condition shapes even the simplest experiences in different shades, a reflection of the challenges I face every day".

Dr. Volker Koscielny, Chief Medical Officer at Almirall, affirmed, "Atopic dermatitis stands as one of the most pervasive skin disorders, necessitating a collective effort to shed light on its challenges. The 'Moving AheAD' campaign is an ongoing commitment, and we are actively devising new initiatives and activities aimed at enhancing awareness among society, patients, and healthcare professionals, thereby advancing the wellbeing of those living with atopic dermatitis."

Furthermore, Almirall lends its support to **GlobalSkin's** initiative for World Atopic Eczema Day, an annual awareness initiative launched in 2018 to amplify global recognition of this disease and support patients suffering from atopic eczema.

Further information about the "Moving AheAD" campaign can be found at <https://www.almirall.com/your-health/your-skin/skin-conditions/atopic-dermatitis/about-atopic-dermatitis>.

About Almirall

Almirall is a global biopharmaceutical company focused on medical dermatology. We collaborate with scientists and healthcare professionals to address patients' needs through science to improve their lives. Our Noble Purpose is at the core of our work: "Transform the patients' world by helping them realize their hopes and dreams for a healthy life". We invest in differentiated and ground-breaking medical dermatology products to bring our innovative solutions to patients in need.

The company, founded in 1944 and headquartered in Barcelona, is publicly traded on the Spanish Stock Exchange (ticker: ALM). Throughout its 79-year history, Almirall has focused intensely on patients' needs. Almirall has a direct presence in 21 countries and strategic agreements in over 70, with about 1,800 employees. Total revenue in 2022 was €878.5MM.

For more information, please visit www.almirall.com

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¹ Barbarot S, Auziere S, Gadkari A, Girolomoni G, Puig L, Simpson EL, Margolis DJ, de Bruin-Weller M, Eckert L. Epidemiology of atopic dermatitis in adults: Results from an international survey. *Allergy*. 2018 Jun;73(6):1284-1293. doi: 10.1111/all.13401. Epub 2018 Feb 13. PMID: 29319189.

² Silverberg J, et al. Atopic dermatitis in the pediatric population: A cross-sectional, international epidemiologic study. *Ann Allergy Asthma Immunol* 2021;126(4):417-428.

³ Munera-Campos M, et al. Innovation in Atopic Dermatitis: From Pathogenesis to Treatment. *Actas Dermosifiliogr*. 2020;111(3):205-221.

⁴ Koszorú K, Borza J, Gulácsi L, Sárdy M. Quality of life in patients with atopic dermatitis. *Cutis*. 2019 Sep;104(3):174-177. [PubMed]Koszorú K, Borza J, Gulácsi L, Sárdy M. Quality of life in patients with atopic dermatitis. *Cutis*. 2019 Sep;104(3):174-177.