

#StartAskin' to get clear about psoriasis

A social experiment was conducted to test Singaporeans' attitudes towards the skin condition psoriasis.

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A social experiment was conducted to test Singaporeans' attitudes towards the skin condition psoriasis, and call for more conversations to enhance understanding of the disease and treatments available. Psoriasis is a chronic, non-communicable, painful, disfiguring and disabling disease for which there is no cure and with great negative impact on patients' quality of life. Ranked as one of the top ten most common skin conditions in the world, psoriasis affects about 1% of the local population, with 40,000 Singaporeans living with it.

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