

**The Royal Confraternity of Saint Teotonio comes to help the patients suffering from psoriasis on the World Psoriasis Day**

*A day when our glance is cast on the hidden marks*

**Press release**

*Budapest, 28<sup>th</sup> October, 2011*

**More than 400 thousand people - including many children - are suffering from the skin condition called psoriasis in Hungary. The disease causes burning and inflammatory skin irritation and due to the visible marks the patients often feel the sense of shame which makes their integration into the society difficult. Many of them do not know that the disease's symptoms can well be treated and considerably alleviated with proper and regular skin care.**

**On the World Psoriasis Day the Royal Confraternity of Saint Teotonio donates nearly 70,000 millilitres of Hungarian-made and clinically-tested cream, shower gel, body lotion and shampoo to Heim Pál Children's Hospital, to the children and adult patients of the Association of Hungarian Psoriasis Clubs, of the DE OEC Clinic of Dermatology, and of SZTE ÁOK Clinic of Dermatology and Allergology. Count *Ulisses Rolim*, the Royal Confraternity's Great Prior arrived from Portugal to Budapest to participate on the event.**

*Attila Árpá* producer and host supports this important case who showed his commitment to the matter by participating on the donation ceremony.

„When I was asked to help raise awareness about psoriasis, I have not hesitated over whether I wanted to help, as this disease is a physical and mental burden for the patients. I have personally met this condition and I saw that it actually disfigures the skin. However, I also have seen and made certain that great results can be achieved with proper care. He is successful and we have accepted him” said *Attila Árpá* in his opening speech.

It is a startling fact that many psoriasis patients are not aware of the fact that they need to change their lifestyle, pay attention to certain things, and provide constant care to alleviate the symptoms and make the marks shrink. Therefore the Royal Confraternity of Saint Teotonio decided to help the psoriasis patients learn the proper skin care and the importance of the skin's natural nourishing.

„The Royal Confraternity of Saint Teotonio supports the poor, the weak and the ill people with confraternity, solidarity and fraternal love worldwide. On the occasion of the World Psoriasis Day we have looked for and found luckily a clinically-proven Hungarian-made product family which nourishes the psoriatic skin and its regular use ensures that the patients can significantly improve their quality of life” - emphasized Count *Ulisses Rolim*, Great Prior.

The Royal Confraternity of Saint Teotonio (RCST) has also been established in Hungary in August, 2011. The Confraternity was re-established in Portugal in 2000, the order was named after Saint Teotonio (1082-1162), the first Portuguese saint. Their major protector is His Royal Highness Dom Miguel de Braganca, Prince of Duque de Viseu and Infante of Portugal. The Confraternity is based on three principles: spirituality, confraternity and fraternal love. Spirituality roots in the joint faith. The three principles mean the support of the weak and ill people worldwide. Only the invited ones can join the Confraternity, both the female and the male volunteers must satisfy the expectations of the Confraternity.

“Our donation has been put together from clinically-proven Hungarian-made products. The charity of one of the Confraternity's members *dr. Zoltán Nagy*, the developer, manufacturer and distributor of Psoriderm<sup>®</sup> allowed this chivalrous initiative - said *knight Péter Bárdossy*, regional prior and commander deputy.

## **About psoriasis**

Psoriasis is a chronic and presently incurable skin disease which, due to its visible and touchable marks, makes the life of the affected persons difficult and not only physically but also mentally.

Psoriasis is the most frequent chronic skin disease which primarily affects the skin, the nails and the joints. The acceleration of the skin cells' maturing lies in the background of the disease.

It appears most frequently on the limbs and on the scalp, but the condition may also effect the joints and cause painful swelling.

The disease affects 2 percent of the population, both males and females. 400,000 people suffer from this skin condition in Hungary. The first symptoms usually appear between the ages of 15 and 35, although it can strike at any age including children and infants.

It primarily develops due to genetic causes, however, the so called provoking factors, the external effects our skin is exposed to, may also play a role, and also the inflammatory centres of internal organs. Contrary to popular and false belief, the psoriasis is not contagious!

### **Much depends on the patient**

This unpleasant disease is a big physical and mental burden for the patient. It is difficult for the people suffering from lesions on the skin to endure the glance of others who stare at the thick cell piles, the scaling and the skin inflammation. Unfortunately, their fear is not unfounded, it is a sad fact that due to the visual and touchable symptoms the disease may separate the patient from their environment or even from their family. If often occurs in a relationship that the physical separation is followed by emotional alienation. That is the reason why the psoriasis patient invest so much energy in covering their body. At the same time, only few of them are willing to use this energy for skin care. Still, there is a solution: an everyday skin care of the whole body.

### **Getting rid of the wrong customs**

Many psoriasis patients are not aware of the fact that they need to change their lifestyle and pay attention to certain things to alleviate the symptoms and make the marks shrink.

The day-to-day complex skin care with natural products may make a great difference for the persons suffering from mild and moderate psoriasis. Better effect is achieved when also the lifestyle is changed: a proper diet and stress reduction are introduced.

Medical attendance is essential for the severe cases of psoriasis - detailed *Dr. Gyöngyike Beleznay*, Cosmetologist, and Skin Specialist in her lecture.

There are several opportunities to treat the symptoms of psoriasis. The traditional medicine prefers the steroid treatment. Due to the drastic chemicals, the patient's condition improves significantly within a relatively short period of time. However, the medical cure may have its disadvantages, the synthetic substances weaken the body's immune system continuously and the weakening immune system produces stronger and stronger symptoms. Therefore it is safer to use natural preparations both for the treatment and for the skin care. The affected persons are not aware of the fact, that the daily skin nourishing with natural products is essential even during the steroid treatment.

Another usual problem is the lack of the holistic approach. Our existence and person forms a uniform whole. Therefore, in addition to the treatment of the physical symptoms, it is necessary to treat the soul, because the physical symptoms are almost always connected to psychological factors. According to the holistic approach, our skin is a uniform and coherent organ, we should not consider its parts as being separate parts. To prevent the psoriasis from strengthening and spreading, we should not only concentrate on the problem areas, but the sick body must be cared from head to foot on a daily basis. The patient is treated with natural products on the sick skin surface in vain if products from synthetic ingredients, which

are rather harmful on a long term, are used on the rest of the body. The psoriatic skin needs a product on the whole body which nourishes, hydrates and calms the skin and helps to remove the unnecessary skin layers with the help of its natural ingredients.

**A 41-year-old man said who has changed his life already:**

*„My quality of life has greatly improved and not just in my work, but also in my private life. People often stared at me at outdoor swimming pools when I was in the pool with my children. I play music in my spare time and it was very unpleasant to cover the marks on my knee and elbow when I was on the stage, and it was very bad to play the drums in warm clothes on summer concerts. Luckily, it seems that the clothes will no longer warm me this summer.”*

**Quality life with a Hungarian development**

The Psoriaderm product family developed and manufactured in Hungary and offered now as the manufacturer’s charity donation provides the opportunity for a symptom-free quality life. The product line, consisting of a shower gel, body lotion, shampoo and cream, uses the power of its natural and carefully selected ingredients and it is free from steroids. If the products are used together, they increase each other’s effect during the day-to-day skin care.

The products containing the extracts of nearly 10 herbs, Aloe Vera, essential fatty acids (Omega-3, -6), Dead-Sea salts, Shea butter, Salicylic Acid, tea tree oil extract, zeolits, trace elements, and vitamins were dermatologically tested with success: according to the double-blind placebo controlled test conducted on the Clinic of Dermatology of the Medical and Health Science Centre at the University of Debrecen the daily use of the Psoriaderm cream is able to alleviate the symptoms of psoriasis, it may reduce the need for local steroids, and, as a result, it may moderate the steroids’ side-effects. (*Prof. dr. Éva Remenyik*, Doctor of the Hungarian Scientific Academy (MTA), University Professor, Director of the Clinic of Dermatology of the Medical and Health Science Centre at the University of Debrecen.)

*List of donations:*

Cream	50 ml	62 pieces
Cream	100 ml	62 pieces
Cream	200 ml	62 pieces
Shower gel	250 ml	62 pieces
Body lotion	250 ml	62 pieces
Shampoo	250 ml	62 pieces

**Psoriasis: the cry of the soul - extracts from the patients’ letters**

*„I am ill long enough (for 35 years) to get accustomed to it. At the beginning when I had more wounds and I was young, the disease disturbed me. Now, when anyone stares at it, a return their glance strongly and then they look away. There were occasions when I told the fixedly staring person “it is not contagious”. I do not stare at ill people when I see them at outdoor pools. They have and we have a right to live!”.*

*„I am 34-years-old. I am suffering from “psori” since my 18 years of age. It would be great to find a partner in front of whom I should not be ashamed of this disease. Unfortunately, each of my new relationships is doomed. Right at the beginning I run away, because I fear what happens if this person finds out. I am sure I’m not the only one who feels so, but there are also others who form relationships with difficulty - like me.”*

*(Citations from the Dating site of the Hungarian Psoriasis Foundation).*