

Vitiligo is an autoimmune disease you can see on the surface, but its impact can go much deeper.¹⁻³



Skin can't tell you everything

Look Deeper Than Pigment

70% of patients say vitiligo has had a significant impact on their **social activities**^{4*}

*Based on a case-control study from Fayoum University of 50 patients with nonsegmental and segmental vitiligo and a 50-patient matched healthy control group. Calculated estimate; not an exact reported figure.⁴

In this piece, "vitiligo" refers to nonsegmental vitiligo, unless otherwise noted.



Vitiligo is a chronic autoimmune disease characterized by depigmentation of the skin⁵

In vitiligo,^{*}

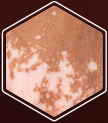
there is dysregulation of the immune system that precedes melanocyte destruction and subsequent depigmentation.⁶

*Includes nonsegmental and segmental vitiligo.

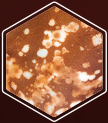
Nonsegmental vitiligo can be progressive over time

and includes unpredictable periods of actively spreading or worsening depigmentation.⁶⁻⁸

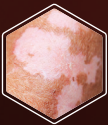
CLINICAL SIGNS OF ACTIVE DISEASE CAN PRESENT AS^{3,9}:



Confetti-like depigmentation



Trichrome lesions



Areas of Koebner's phenomenon

New or enlarging patches of depigmentation within the previous 3-6 months.[†]

[†]Clinical definition of stability and active disease may vary.

Immune activity in the skin may be present in patients with stable disease.⁶

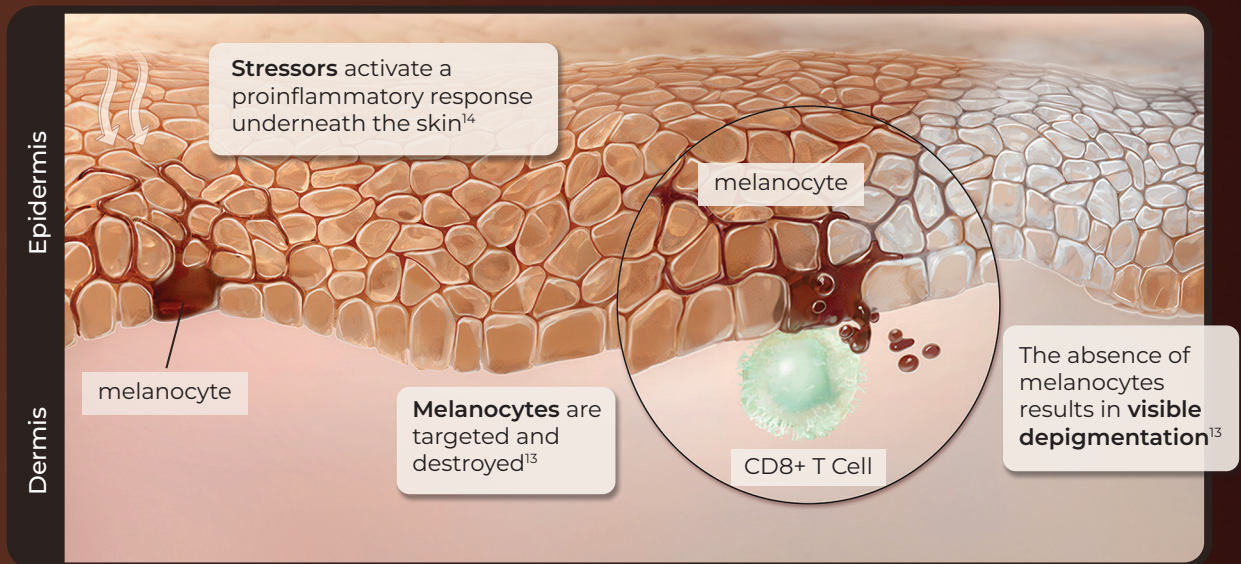
Stable disease is defined as having no clinical signs of activity or new/spreading patches for at least 6 months to 1 year.^{10†}

Vitiligo may progress even after prolonged periods of stability. Help your patients understand that vitiligo is a chronic autoimmune disorder that can be unpredictable.^{6,8,11,12}

Understanding the progressive, autoimmune nature of vitiligo^{7,13}



Vitiligo is an **unpredictable, progressive** autoimmune disease in which the immune system targets and destroys melanocytes, resulting in depigmented patches of skin.^{7,13}

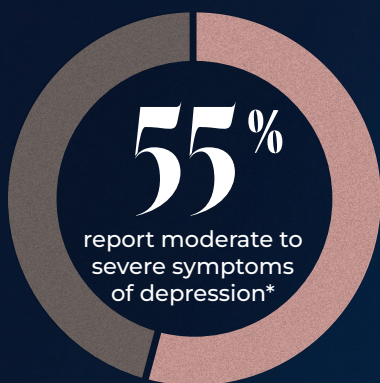


While the exact mechanism of disease of vitiligo is unknown, it is understood the immune system plays a key role. The image above is for illustrative purposes only, based on currently available scientific literature, and is not intended to depict actual pathogenesis. Ongoing research continues to investigate other potential mechanisms.

Vitiligo is associated with **other immune-mediated diseases**.¹⁵
Partner with specialists when appropriate for your patients.

The impact of vitiligo goes deeper than the skin—it can have significant psychosocial burden on patients' lives¹⁻³

According to a global, PHQ-9 survey-based, cross-sectional, observational study of adults from 17 countries (N=3541).²



Based on a systematic literature review of 168 primary publications from multiple countries.⁵



THIS RATE OF DEPRESSIVE SYMPTOMS IS UP TO

7x higher than that of the US general population¹⁶

*Data was obtained from patient health questionnaire, including depression screener.²

Talk to your patients about resources and specialists available to support patients experiencing psychosocial burdens.



A patient's burden of disease can vary based on their Fitzpatrick skin type, location of patches, extent of disease, cultural beliefs, and age^{2,3,17}

Body surface area (BSA) alone does not define disease severity^{18,19}

Based on a global, qualitative study of patients diagnosed with vitiligo, recruited from 17 countries (N=3541).

PATIENTS
REPORTED

> 20%

higher rates of mental health conditions

in patients with patches on the face than in those without²

Based on a quality-of-life study of behavioral patterns and experiences in children and adolescents with vitiligo (N=74).

> 90%

OF ADOLESCENTS WITH VITILIGO

report feeling stigmatized

because of their disease²⁰

For adolescent patients, vitiligo may be associated with **negative effects on self-esteem**.¹⁷

Look beyond the skin to understand the deeper psychosocial burden of vitiligo. **Ask your patients how often they think of their disease.**

The information on these pages applies to both nonsegmental and segmental vitiligo.



Vitiligo management is anchored in 3 primary goals^{6,21,22}

A FIRST STEP

1 Stopping the immune attack^{6,8,10,13,22-27}

Vitiligo is unpredictable

and disease activity can fluctuate over time. Stopping the immune attack means:

- The immune system's attack on melanocytes has been **interrupted**
- Vitiligo-related inflammation has been **reduced**

DELAYING THE STOP OF THE IMMUNE ATTACK

could risk further melanocyte destruction

This can contribute to **new patches** and increase risk of future depigmentation in hard-to-treat areas.

A VISIBLE MILESTONE

2 Repigmentation^{13,21,22,28}

Repigmentation takes time and can look different for every patient.

- Speed, appearance, and level of repigmentation will vary
- Areas with higher density of hair follicles (face) may be less challenging to repigment than lower density areas of hair follicles (hands and feet)
- Earliest repigmentation can present in patterns such as perifollicular, marginal, or the overlap of those patterns
- Melanocyte stem cells may proliferate, migrate, and differentiate through the process called repigmentation

THIS PROCESS CAN TAKE **months to occur**

Discuss these 3 treatment goals with your patients, making sure they understand that repigmentation is a gradual process. Encourage them to take regular pictures to track their progress.

These treatment goals can apply to both nonsegmental and segmental vitiligo.



3

AN ONGOING COMMITMENT

Maintaining repigmentation^{10,13,21,25}

Recurrence is possible if treatment is discontinued.

- Disease recurrence may be facilitated by resident memory T cells
- These cells may facilitate maintenance and recurrence of disease for some patients after treatment is discontinued

continuing therapy
MAY BE NECESSARY TO
maintain repigmentation



With vitiligo, skin can't tell you everything

Validate the magnitude of your patients' psychosocial burden and ask them how the disease has affected their life.¹⁻³

Inform your patients of the chronic autoimmune nature of their disease and ensure they understand they did nothing to cause vitiligo to occur.⁵

Talk to your patients using shared decision making, discussing the 3 treatment goals, and ensuring they understand that repigmentation takes time.^{6,21,22,28}

Schedule regular follow-ups and take photographs at every visit to **track your patients' progress.**



◀ For additional information and helpful resources, visit VitiligoRunsDeep.com/hcp

Look Deeper Than Pigment

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