



FOR IMMEDIATE RELEASE

Inaugural World Prurigo Day Unites Global Experts and Patients to Spotlight a Neglected Disease

HAMBURG, June 2025 – To address the significant burden on a frequently overlooked patient population, the first-ever World Prurigo Day was launched on June 21, 2025, creating a powerful global platform for those affected by chronic prurigo / prurigo nodularis (CPG/PN). The worldwide event was organized by internationally renowned dermatologists Prof. Dr. Sonja Ständer of the University Hospital Münster and Prof. Dr. Matthias Augustin of the University Medical Center Hamburg-Eppendorf.

The date, June 21st, was chosen to honor the birthday of Dr. J. N. Hyde, who first described the condition. The initiative's clear mission is to promote global awareness, improve patient care, and accelerate research. The inaugural event featured unique live programs in local languages across Germany, France, Romania, India, the USA, and Canada, with attendees from all five continents. The day is supported by numerous national and international organizations.

"The tremendous response from patients, patient organizations, and international colleagues shows just how great the need is for information, dialogue, and visibility for this burdensome skin disease," stated Prof. Ständer and Prof. Augustin.

North American Event Convenes Leading Experts

A cornerstone of the global initiative was the livestream event for the United States and Canada, moderated by Prof. Ständer and Prof. Augustin along with Prof. Gil Yosipovitch of the University of Miami. The session provided deep insights from leading North American specialists.

Prof. Yosipovitch spoke on innovations in therapy for chronic prurigo. Dr. Sarina Elmariah from Harvard Medical School in Boston discussed the clinical background of the disease, while Dr. Elena Netchiporouk of McGill University in Montréal addressed the significant burden of the condition on patients' lives. The program was framed by presentations from Prof. Augustin on the importance of the first World Prurigo Day and Prof. Ständer, who provided an overview of the disease's history.

A Unified Global Effort

The North American session was part of a larger, coordinated international effort. In Germany, the livestream moderated by Prof. Ständer and Prof. Augustin brought the crucial patient perspective to the forefront, featuring a personal patient story and a dialogue about the disease burden with the founder of a Prurigo self-help group on



Facebook. The content was both patient-centric and evidence-based, a key objective of the day. In France, a national session was led by Prof. Laurent Misery of the University of Brest, featuring insights on new therapies and patient perspectives from Christine Patras de Campaigno, a dermatologist and patient who leads the patient organization Association France Prurigo Nodulaire. In India, a Continuing Medical Education (CME) event for physicians was held under the direction of Dr. Asit Mittal to foster professional discourse and initiate measures for better care.

Future Plans: A Central Hub for Patients Worldwide

With over 500 live participants across all countries, the first World Prurigo Day has been a remarkable success. Building on this momentum, the organizers plan to expand the official website, www.worldprurigoday.org, into a central international platform for patients. The goal is to create a reliable and accessible resource for affected individuals worldwide. The platform will feature scientifically-backed information on symptoms, diagnostics, and therapies, as well as videos, patient stories, and contact information for medical experts.

The organizers are already planning for next year's event, which will broaden its focus to include the entire spectrum of chronic pruritus. "World Prurigo Day has shown that international cooperation and patient-centered communication are both possible and effective," concluded Prof. Ständer and Prof. Augustin.

The event was supported by the pharmaceutical companies Sanofi | Regeneron and Galderma. The concept and implementation were realized by the two initiators together with the Prurigo Nodularis League, international expert groups on pruritus (EADV, IFSI), the Hautnetz Deutschland e.V., and the Hamburg-based healthcare communications agency Health Angels.

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