CAMERA ON OR OFF?

Impacts of Acne in a Digital World

AKLIEF® (trifarotene) Cream, 0.005%

me being ME

Transitioning to a virtual world has been difficult for many, even more-so for the 85% of teenagers and young adults with acne, as uncovered by recent surveys.*[1,2]

Studies show that people with acne can also experience depression, anxiety and low self-esteem – impacting all aspects of life.[3]

80%

of acne sufferers agree that they avoid posting pictures/ videos of themselves on social media when experiencing an acne breakout

More than **3 in 5** young professionals (62%) say their acne has hindered their professional growth

With professional and educational environments moving into a digital reality, acne sufferers are spending more time video calling now than ever before.[2]

Two-thirds (66%) of acne sufferers ages 14-29 are spending more time on video calling than they were before the COVID-19 pandemic, including a third (34%) who are spending an hour or more each day

Acne sufferers are losing time, feeling insecure and are working hard to conceal their acne to feel camera ready.[2]

50%

of acne sufferers in their 20s feel anxiety should someone insist on a video call, even more than their younger peers (44%)

As a result, among acne sufferers ages 21 to 29 who video call, **69%** spend time planning or worrying about their appearance

Responders reported spending on average

22 MINUTES

thinking about/planning their appearance before a video call

Even when they feel camera ready, acne is still hindering young people from fully participating in their virtual worlds.[2]

of acne sufferers report having missed what others are saying on a video call because they're distracted by assessing how they look on video

have not spoken up before in a virtual classroom/video chat to avoid calling attention to themselves because of their acne

of respondents who have had a video call for work since the start of COVID-19 said they've faked a technical glitch or made up an excuse to avoid turning their camera on because of their acne

But, the digital age has inspired acne sufferers to take action.[2]

Nearly two-thirds (64%) say they are more likely to see a dermatologist now that they're doing more video calls

Acne sufferers deserve to be informed and empowered when it comes to the management of their skin health. It's easier than ever to connect with a dermatologist now through telehealth appointments. Safe and effective prescription treatments are available for patients that experience mild to severe facial and truncal acne. Clearer skin is possible. **Learn more at AKLIEF.com.**

Brought to you by AKLIEF® (trifarotene) Cream, 0.005%

IMPORTANT SAFETY INFORMATION

INDICATION: AKLIEF® (trifarotene) Cream, 0.005% is a retinoid indicated for the topical treatment of acne vulgaris in patients 9 years of age and older. **ADVERSE EVENTS:** The most common adverse reactions (incidence ≥ 1%) in patients treated with AKLIEF Cream were application site irritation, application site pruritus (itching), and sunburn. **WARNINGS/PRECAUTIONS:** Patients using AKLIEF Cream may experience erythema, scaling, dryness, and stinging/burning. Use a moisturizer from the initiation of treatment, and, if appropriate, depending upon the severity of these adverse reactions, reduce the frequency of application of AKLIEF Cream, suspend or discontinue use. Avoid application of AKLIEF Cream to cuts, abrasions or eczematous or sunburned skin. Use of "waxing" as a depilatory method should be avoided on skin treated with AKLIEF Cream. Minimize exposure to sunlight and sunlamps. Use sunscreen and protective clothing over treated areas when exposure cannot be avoided.

You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch or call 1-800-FDA-1088.

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*The online survey, conducted in December 2020 among 2,000 nationally representative U.S. consumers ages 14-29 suffering from moderate facial and truncal acne, was developed by Galderma Laboratories, L.P. and Wakefield Research, using an email invitation

References 1 American Academy of Dermatology. Acne. https://www.aad.org/media/stats/conditions. Accessed August 23, 2019. **2** Galderma Laboratories LP Data on File. Wakefield Research AKLIEF Cream Survey Raw Data Readout. December 2020. **3** American Academy of Dermatology. Acne can affect more than your skin. https://www.aad.org/public/diseases/acne-and-rosacea/emotional-health-effects-of-acne. Accessed August 23, 2019.