



Amgen and Pfizer Introduce 'Psophisticated Style: A Guide to Everyday Style and Psoriasis(TM)' Hosted by Tim Gunn

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Online Style Resource Designed Specifically for People with Psoriasis

NEW YORK, Sept 22, 2010 /PRNewswire via COMTEX/ --

Amgen and Pfizer today announced the launch of "Psophisticated Style: A Guide to Everyday Style and Psoriasis(TM)," an online resource, providing a wealth of style advice specifically for people with psoriasis. Hosted by Tim Gunn, mentor to the designers on TV's "Project Runway" and chief creative officer of Liz Claiborne, Inc. and dermatologist Susan C. Taylor, M.D., the style guide includes five videos, which illustrate various style issues for individuals with psoriasis. Practical and insightful highlights from each video are also available and can be printed. The videos and documents are available online at www.addresspsoriasis.com.

"Psophisticated Style" was developed to respond directly to the needs of individuals with psoriasis by addressing their style concerns and sharing practical and creative fashion advice. The videos feature highlights from the one-on-one style consultations between Tim Gunn and the five 2010 *Addressing Psoriasis(TM)* winners held at Cotton Incorporated in July. The videos also include style tips shared by psoriasis patients during the 2010 *Addressing Psoriasis(TM)* contest. Cotton Incorporated collaborated on this initiative because as a natural fiber, cotton allows the skin to breathe and may be a suitable fabric option for people with psoriasis.

"It was an honor to work with the 2010 *Addressing Psoriasis(TM)* winners; together we identified practical and insightful style tips for those living with the condition, which are really brought to life in *Psophisticated Style*," said Gunn. "I'm thrilled that this guide is now available and can help make a difference to people with psoriasis who are looking for style inspiration."

"*Psophisticated Style: A Guide to Everyday Style and Psoriasis(TM)*" represents the culmination of a disease awareness program designed to help people with psoriasis learn more about managing their disease and feel more confident in their everyday style. To learn more about the program and the 2010 winners, and find useful resources about psoriasis, visit www.addresspsoriasis.com.

"This new guide speaks to many of the issues that people with psoriasis face when it comes to personal style," said Dr. Taylor, founding director of the Skin of Color Center at St. Luke's and Roosevelt Hospitals in New York City. "I'm confident that psoriasis patients will find this resource to be useful as they make daily style choices."

Psoriasis affects approximately 7.5 million American adults, and is a chronic disease of the immune system that causes the skin cells to grow at an accelerated rate. Although there are several types of psoriasis, approximately 80 percent of patients suffer from plaque psoriasis, which can cause painful and itchy red, scaly patches. People with psoriasis often experience feelings of self-consciousness, and the appearance of their skin often influences their choice of clothing.

About *Addressing Psoriasis(TM)*

Addressing Psoriasis(TM) was developed to inspire people with plaque psoriasis to actively manage their condition, be more confident and not allow the condition to inhibit their everyday style. Now in its second year, *Addressing Psoriasis(TM)* continues to raise public awareness and encourages patients to visit a dermatologist as the first step in managing the condition. *Addressing Psoriasis(TM)* is sponsored by Amgen and Pfizer with participation from the American Academy of Dermatology, the National Psoriasis Foundation, Psoriasis Cure Now, the Dermatology Nurses' Association and the Society of Dermatology Physician Assistants. To learn more about *Addressing Psoriasis(TM)*, visit www.addresspsoriasis.com.

About Amgen and Pfizer

Amgen discovers, develops, manufactures and delivers innovative human therapeutics. A biotechnology pioneer since 1980, Amgen was one of the first companies to realize the new science's promise by bringing safe and effective medicines from lab, to manufacturing plant, to patient. Amgen therapeutics have changed the practice of medicine, helping millions of people around the world in the fight against cancer, kidney disease, rheumatoid arthritis, and other serious illnesses. With a deep and broad pipeline of potential new medicines, Amgen remains committed to advancing science to dramatically improve people's lives. To learn more about our pioneering science and our vital medicines, visit www.amgen.com.

At Pfizer, we apply science and our global resources to improve health and well-being at every stage of life. We strive to set the standard for quality, safety and value in the discovery, development and manufacturing of medicines for people and animals. Our diversified global health care portfolio includes human and animal biologic and small molecule medicines and vaccines, as well as nutritional products and many of the world's best-known consumer products. Every day, Pfizer colleagues work across developed and emerging markets to advance wellness, prevention, treatments and cures that challenge the most feared diseases of our time. Consistent with our responsibility as the world's leading biopharmaceutical company, we also collaborate with health care providers, governments and local communities to support and expand access to reliable, affordable health care around the world. For more than 150 years, Pfizer has worked to make a difference for all who rely on us. To learn more about our commitments, please visit us at www.pfizer.com.

About American Academy of Dermatology

Headquartered in Schaumburg, Ill., the American Academy of Dermatology (Academy), founded in 1938, is the largest, most influential, and most representative of all dermatologic associations. With a membership of more than 16,000 physicians worldwide, the Academy is committed to: advancing the diagnosis and medical, surgical and cosmetic treatment of the skin, hair and nails; advocating high standards in clinical practice, education, and research in dermatology; and supporting and enhancing patient care for a lifetime of healthier skin, hair and nails. For more information, contact the Academy at 1-888-462-DERM (3376) or www.aad.org.

About National Psoriasis Foundation

The National Psoriasis Foundation is the world's largest organization serving people with psoriasis and psoriatic arthritis. Our mission is to find a cure for psoriasis and psoriatic arthritis and to eliminate their devastating effects through research, advocacy and education. In addition to assisting more than 1.5 million people annually through educational programs and services, the Psoriasis Foundation is the largest charitable funder of psoriatic disease research and psoriasis patient advocacy organization worldwide. For more information, call the Psoriasis Foundation at 800.723.9166, or visit www.psoriasis.org.

About Psoriasis Cure Now

Psoriasis Cure Now is a nonprofit organization fueled by a nationwide network of volunteers. Our focus is on accelerating the search for a cure by mobilizing people in support of increased research funding for psoriasis and psoriatic arthritis. We also work to educate psoriasis patients about their treatment options, and educate the public about the seriousness of psoriasis. <http://www.psoriasis-cure-now.org>

About Dermatology Nurses' Association

The Dermatology Nurses' Association (DNA) is a professional nursing organization comprised of a diverse group of individuals committed to quality care through sharing knowledge and expertise. The core purpose of the DNA is to promote excellence in dermatologic care. Members include nurse practitioners, registered nurses, licensed practical and vocational nurses, medical assistants and others associated with dermatology nursing, who work in a variety of settings including clinics, academic institutions, private practice, public health centers, and government facilities. DNA offers education and training in fundamental and cutting-edge dermatology care and treatment through its annual convention, dermatology nurse and nurse practitioner certification review courses and expert workshops. Members of the DNA's Nurse Practitioner Society are afforded tools, resources and education focused on the needs of the advanced nurse practitioner. The DNA Focus Newsletter and official journal, the Journal of the Dermatology Nurses' Association, extend the DNA's informational and educational presence with association and practice news, learner-paced continuing education and timely resources. To learn more about the DNA, visit the Web site at www.dnanurse.org.

About Society of Dermatology Physician Assistants

The Society of Dermatology Physician Assistants (SDPA) is a non-profit professional organization that educates and advocates for its nationally certified physician assistants (PAs) who provide medical and cosmetic dermatologic care under the supervision of a Board Certified Dermatologist. PAs are health professionals licensed to practice medicine with physician supervision. PAs perform a comprehensive range of medical and surgical services to diverse populations in rural and urban settings. As part of their comprehensive responsibilities, PAs conduct physical exams, diagnose and treat illnesses, order and interpret tests, counsel on preventive health care, assist in surgery, and prescribe medications.

About Cotton Incorporated

Cotton Incorporated, funded by U.S. growers of upland cotton and importers of cotton and cotton textile products, is the research and marketing company representing upland cotton. The Program is designed and operated to improve the demand for and profitability of cotton. For more information, go to www.TheFabricofOurLives.com.

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