



Pierre Fabre

### How would you feel if you had a visible dermatosis?

**This is the new digital experience proposed by Pierre Fabre laboratories to change the way we look at visible skin diseases.**

**Castres, July 21<sup>st</sup>, 2023** - On the occasion of the 25th World Congress of Dermatology (WCD), held in Singapore from July 3 to 8, the **Pierre Fabre Dermo-Cosmetics Patient and Consumer Relations Department** presented its new digital project to encourage the general public to change the way they look at visible skin diseases.

In collaboration with *Perfect Corp*, a leading company in beauty technology, which provides augmented reality (AR) and artificial intelligence (AI) solutions, Pierre Fabre has developed an **e-motion immersive experience**: a filter that modifies the appearance of the face, allowing us to experience what it feels like to have the skin of a person with **eczema** or **vitiligo**.

Although quite different, these dermatological diseases share one thing in common: they are very visible and significantly affect patients' quality of life. Living with a visible dermatosis means permanently exposing yourself to the gaze of others, gazes that are not always kind and which can be difficult to bear. The VDS<sup>1</sup> survey on the psychosocial impacts of visible skin diseases, conducted by Pierre Fabre between 2020 and 2021, revealed that over a third of people with dermatoses try to conceal their disease, and that a quarter of them consider these diseases to be a handicap at work. Pierre Fabre developed this augmented reality e-motion experience to allow everyone to put themselves in these patients' shoes.

In practice, all you have to do is go to the **web page** [changer-de-regard.com](http://changer-de-regard.com) (available from the end of September 2023) and connect the camera on your computer or smartphone: in an instant, the user's face will be covered with eczema or vitiligo spots. While you are connected, this **very realistic simulation** allows you to step through the mirror and better understand the feelings of a person suffering from a visible skin disease. After the experience, the user is asked to share their immediate feelings, choosing from among six main emotions: fear, joy, disgust, anger, sadness or surprise.

The e-motion experience has already been presented at several congresses this year: at the *Vitiligo International Patient Organizations Committee* in Brussels on June 23, at the *University of e-health* in Castres on June 27 and 28, at the *World Congress of Dermatology* in Singapore from July 3 to 8, and it will be presented on September 21 in Paris at the *Global Beauty and Fashion Tech Forum* organized by Perfect Corp.

*"This e-motion experience can be very useful for a patient's family and friends, who experience the disease first hand, but not from within. It can also play an essential role for health care professionals in helping them provide therapeutic support, and above all psychological support for their patients."*  
**says Catherine Baissac, Doctor of Pharmacy, Head of Patient and Consumer Relations for Pierre Fabre Dermo-Cosmetics & Personal Care.**

Find out all about the VDS (Visible Diseases of the Skin) program in the podcast [Changeons de regard sur les maladies visibles de la peau: un podcast qui ouvre les yeux \[Changing the way we look at visible skin diseases: an eye-opening podcast\]](#), on YouTube



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<sup>1</sup> VDS (Visible Diseases of the Skin): first international epidemiological study on the prevalence and psychosocial impact of visible chronic dermatoses involving 13,138 people in 6 countries (Canada, China, Italy, Spain, Germany and France) in 2021.

### **About eczema**

Atopic eczema, also called atopic dermatitis, is a chronic inflammatory skin disease that is non-contagious and quite common, caused by cutaneous hypersensitivity that is often hereditary. It manifests itself by alternating periods of flare-up and remission. The duration, intensity and location of symptoms vary from person to person. The main symptoms of an inflammatory flare-up are red plaques, always accompanied by itching, possibly oozing, covered with small vesicles and resulting in scabs, thickening of the skin and scratch lesions. During remission, skin is dry and may itch. It mainly affects infants and children, but can persist in adolescence and adulthood. There are different forms which each have a physical and psychological impact.

### **About vitiligo**

Vitiligo is an auto-immune disease, linked to a malfunction of the immune system, which is non-contagious and during which white spots (sometimes white hairs) appear on the skin. This depigmentation can occur at any time of life, at any age, and regardless of skin color. Although considered a benign disease, vitiligo is not inconsequential: it has serious psychological repercussions, which can badly impact the quality of life of people suffering from it.

### **About the Pierre Fabre Group**

Pierre Fabre is the 2<sup>nd</sup> largest dermo-cosmetic laboratory in the world and the 2<sup>nd</sup> largest private French pharmaceutical group. Its portfolio includes numerous medical franchises and international brands such as Pierre Fabre Oncologie, Pierre Fabre Dermatologie, Eau Thermale Avène, Ducray, Klorane, René Furterer, A-Derma, Naturactive, Elgydium, Inava and Arthrodont.

In 2022, Pierre Fabre recorded turnover of €2.7 billion, 69% of which was generated internationally in some 120 countries, and invested more than €170 million in R&D.

The group has always been based in the Occitanie region of France and manufactures 90% of its products in France. It employs nearly 9,600 people worldwide.

Pierre Fabre is 86% owned by the Pierre Fabre Foundation, a foundation recognized as being of public interest since 1999, and secondarily by its employees through an employee shareholding plan.

In 2022, the Group's CSR approach was assessed as "Exemplary" by the independent organization AFNOR Certification for the *Engagé RSE* (Committed to CSR) label (ISO 26000 standard for sustainable development).

[www.pierre-fabre.com](http://www.pierre-fabre.com) , [@PierreFabre](https://twitter.com/PierreFabre)

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