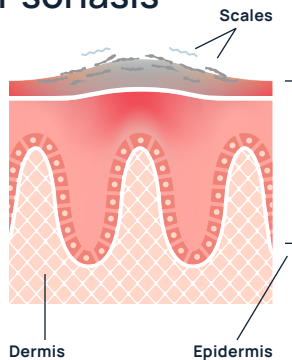


Understanding Psoriasis^{2,3}

What is Psoriasis?

Psoriasis is a chronic condition that causes the immune system to mistakenly trigger an inflammatory response in the skin. This causes skin cells to build up faster than normal, leading to thick, red, scaly patches called plaques that can appear anywhere on the body.



Important Things to Know

- Psoriasis is not contagious and cannot be spread from person to person
- Psoriasis is a chronic immune-related condition that causes inflammation in the skin
- Psoriasis can affect people of all ages, skin types, and backgrounds
- Symptoms and severity can vary from person to person and may change over time
- Psoriasis is a medical condition with a variety of treatment options available to help manage symptoms

Psoriasis is More Than Skin Deep

While psoriasis is a visible skin condition, its impact can extend beyond the physical symptoms. Living with psoriasis may affect daily activities, confidence, and emotional well-being, especially when plaques appear in visible or uncomfortable areas of the body.

People living with psoriasis may experience:

- Changes in skin appearance over time, including redness, scaling, or plaques
- Feelings of self-consciousness or reduced confidence
- Emotional stress, frustration, or concerns about flare-ups
- Challenges finding a treatment plan that works for their individual needs

Ready to Take the Next Steps?

If you're living with psoriasis, a conversation with your healthcare provider is an important first step.

Ask your provider:

- Which home phototherapy device is right for you?
- How Guided Mode makes treatment simple
- How home phototherapy fits into your treatment
- About Phothera Cares



Scan the QR Code
or Visit Phothera.com
to Learn More

1. Myers E, Kheradmand S, Miller R, Cureus. 2021;13(11):e19656. doi:10.7759/cureus.19656.
2. National Psoriasis Foundation. Psoriasis overview.
3. American Academy of Dermatology Association. Psoriasis overview and treatment.
4. Elmets CA, Lim HW, Stoff B, et al. AAD-NPF guidelines of care for psoriasis with phototherapy. J Am Acad Dermatol. 2019;81(3):775-804. doi:10.1016/j.jaad.2019.04.042.
5. Hearn RMR, et al. Br J Dermatol. 2008;159(4):931-935. doi:10.1111/j.1365-2133.2008.08776.x.
6. Data on File.
7. Bae YSC, Van Voorhees AS, Hsu S, et al. J Am Acad Dermatol. 2012;67(3):459-477. doi:10.1016/j.jaad.2011.07.039.
8. Jury CS, McHenry P, Burden AD, et al. Clin Exp Dermatol. 2006;31(2):196-199.
9. Rácz E, Prens EP. Adv Exp Med Biol. 2017.
10. Foerster J, et al. PLoS One. 2017;12(8):e0181813. doi:10.1371/journal.pone.0181813.
11. Legat FJ, et al. Arch Dermatol. 2007;143(8):1016-1022. doi:10.1001/archderm.143.8.1016.
12. Bulur I, et al. An Bras Dermatol. 2018;93(1):33-38. doi:10.1590/abd1806-4841.20185468.

*For eligible insured patients

LIT00149 [0] 7/26



* Not an actual patient or doctor

Psoriasis & Phototherapy

A simple guide to psoriasis & how light-based treatment can help reduce plaques safely over time¹

Phothera
Embrace Life with Confidence

Reduce Plaques with Light Therapy

Phototherapy is a safe, proven medical treatment that uses specific wavelengths of ultraviolet (UV) light—narrowband UVB (NB-UVB)—to treat chronic skin conditions such as psoriasis.

The light is delivered in a controlled, prescribed way to help regulate skin cell growth and reduce inflammation, supporting improvement in psoriasis-affected areas.¹



How Phototherapy Can Help

Phototherapy can help:^{3,4}

- Slow excessive skin cell growth
- Reduce inflammation and the appearance of psoriasis plaques
- Support long-term symptom management when used consistently as prescribed

Phototherapy is:

- Safe, convenient, and effective⁵
- FDA-cleared for the treatment of psoriasis⁶
- Broadly covered by insurance, with eligible patients paying \$0* [Ask about Phothera Cares!](#)
- Safe for most patients and a first-line therapy for pregnant women,⁷ children,⁸ needle-averse, and the immunocompromised⁹
- Prescribed and monitored by your healthcare provider



At Home Phototherapy

Allows You To:

- Access a treatment that is covered by many insurance plans
- Feel supported with Guided Mode—an on-device app that walks you through each treatment
- Choose from a variety of device options designed to fit your needs
- Stay consistent with treatments that work with your schedule

Approximately
75%
of patients achieve
Clear or Minimal Disease
following one course[†] of NB-UVB.¹⁰

Ask Your Healthcare Provider About
[Phothera NB-UVB Phototherapy](#)

†One course equates to 16 weeks

Frequently Asked Questions

- 1. How long does it take to see results?**
Phototherapy is a gradual treatment. Most patients will begin to see early signs of improvement within several weeks, with more noticeable reduction in psoriasis plaques after 4–6 weeks of consistent use.¹¹ Ongoing treatment is usually needed to maintain and build results.
- 2. How effective is phototherapy for psoriasis?**
Results vary from person to person, but phototherapy has been proven to help reduce redness, scaling, itching, and thickness of psoriasis plaques by calming inflammation and regulating skin cell growth. Phototherapy can be used alone or in combination with other treatments to improve outcomes.⁴
- 3. Is home phototherapy safe?**
When used as prescribed and under a healthcare provider's guidance, home phototherapy is considered safe for many patients. Side effects are generally mild but may include temporary redness or dryness, similar to a mild sunburn.
- 4. How often do I need to use the device?**
Most patients use phototherapy about 3 times per week, depending on their dermatologist's recommendations. Consistency is important for best results, but treatment schedules are typically designed to fit into daily life at home.
- 5. Is home phototherapy covered by insurance?**
Many insurance plans do provide coverage for home phototherapy devices, though coverage can vary. With Phothera Cares, eligible insured patients could pay as little as \$0 out of pocket.* The Phothera Cares team can help determine eligibility.
- 6. Is phototherapy safe for children or during pregnancy?**
Phototherapy may be used for children,⁸ pregnant women,⁷ and elderly,¹² immunocompromised⁹ or needle-averse individuals and closely supervised by a healthcare provider.