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Attention News/Health and Lifestyle Editors:

**ROSACEA AWARENESS PROGRAM - Research Shows Patients Avoid Treatment Despite Knowing the Seriousness of their Condition**

MONTREAL, March 1 /CNW Telbec/ - There are some surprising results from national survey of Canadian rosacea patients conducted by the Rosacea Awareness Program (RAP). The web-based research of 696 rosacea sufferers revealed that despite knowing that rosacea can produce serious physical consequences on one of the most visible parts of the body - the face - almo 40 per cent of sufferers fail to seek treatment. Of the reasons given, near 50 per cent feared their doctor wouldn't take them seriously. Another poll, conducted by Decima teleVox confirmed that approximately 1.5 million Canadi are affected.

Rosacea is a chronic, progressive disorder characterized by redness to the cheeks, nose, chin and forehead. Patients report their faces feeling re tight and burning, especially when exacerbated by environmental and lifesty triggers like sudden temperature changes, stress, red wine, spicy food, hot beverages or exercise.

"Rosacea isn't a simple complexion problem that will go away on its own says Dr. **Ari Demirjian**, MD, FRCPC, Associate Professor of Dermatology and Laser Surgery, McGill University Health Center. "Rosacea can cause permanen skin changes and in some cases may require laser surgery. The late comedian W.C. Fields was one of the most well-known sufferers. His red, bulbous nose was an advanced stage of rosacea in men called rhinophyma."

March is Rosacea Awareness Month across North America. "On average dermatologists see 11 to 20 rosacea patients each week, so the condition is common," said Carol Levine, a spokesperson for the RAP. "Because sufferers understand that rosacea isn't life-threatening, they are embarrassed to complain."

The research also highlighted gender differences. More than half of the male respondents said rosacea affected their social life. More than 20 per cent felt it affected their career advancement, while 11 per cent missed an average of nine days of work per year.

The RAP is winner of the 2001 and 2002 Canadian Dermatology Association Public Education Award.

To learn more about rosacea, visit [www.rosaceainfo.com](http://www.rosaceainfo.com) or call toll-fre 1 888 ROSACEA (767-2232).

For further information: For a media kit, B-roll, photographs or to arrange for an interview with Dr. Demirjian or a local dermatologist: MECA Médicomm: Marissa Lukaitis, 416-425-9143 or 1 866 337-3362, ext. 229, [mlukaitis@meca.ca](mailto:mlukaitis@meca.ca)

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**ROSACEA AWARENESS PROGRAM - Renseignements sur cet organisme**

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