

Patients Consumers HCPs



Online resources

Websites are available for healthcare professionals and patients to access information about chronic urticaria and interact with their community



Itching for Answers
<http://www.itchingforanswers.ca>



Sketch an Itch
www.sketchanitch.ca



Canadian Dermatology Association
<http://www.dermatology.ca>



Canadian Skin Patient Alliance
<http://www.skinpatientalliance.ca>



GA²LEN
www.ga2len.net



American Academy of Dermatology
<http://www.aad.org>



American College of Allergy, Asthma and Immunology
<http://www.acaai.org/hives>



Mayo Clinic www.mayoclinic.org/diseases-conditions/chronic-hives/.../con20031634



World Allergy Association – Allergic Disease Resource Center
<http://www.worldallergy.org/adrc>

Patient apps



CIU Tracker App



Target My Hives

Join communities

www.myhives.com

www.urticariaday.org



Understanding Urticaria

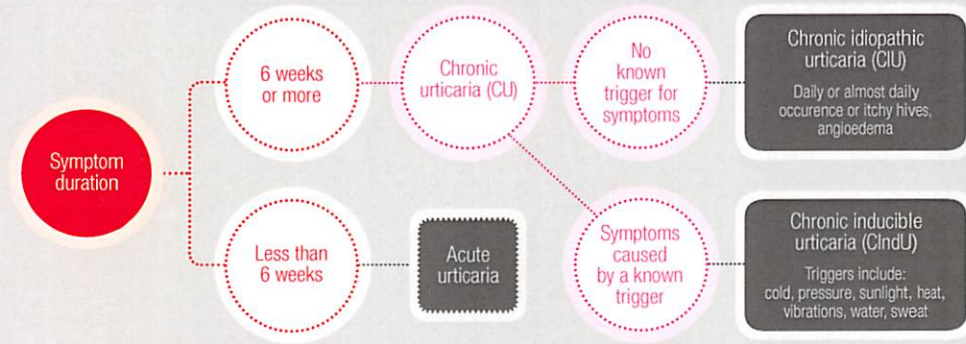
What is urticaria?

Urticaria is characterized as **hives**, **angioedema** or both.

Hives are raised and itchy lumps on the skin.

People with urticaria may also experience skin swellings. This is called angioedema, and can affect the eyes, lips, genitals, hands, feet and inside the throat.

Urticaria can differ in duration and cause



About 1/3 to 1/2 of CIU cases last up to 1 year with some cases resolving only after 10 years*

Types of urticaria

Acute urticaria

Lesions from acute urticaria can appear on various parts of the body and, within a matter of hours, fade without scarring.

Chronic inducible urticaria

This form of urticaria lasts longer and can be attributed to an inducing factor such as cold, heat and sweat.

Chronic idiopathic urticaria

The hives and angioedema of CIU appear without warning, last for at least six weeks and have no identifiable trigger.

Remember: Everyone's skin is different and so everyone's experience of chronic urticaria is different.

How CIU typically presents in patients

Some people with CIU only experience itchy hives, while others present with both hives and angioedema. In up to 13% of cases, only angioedema is present.



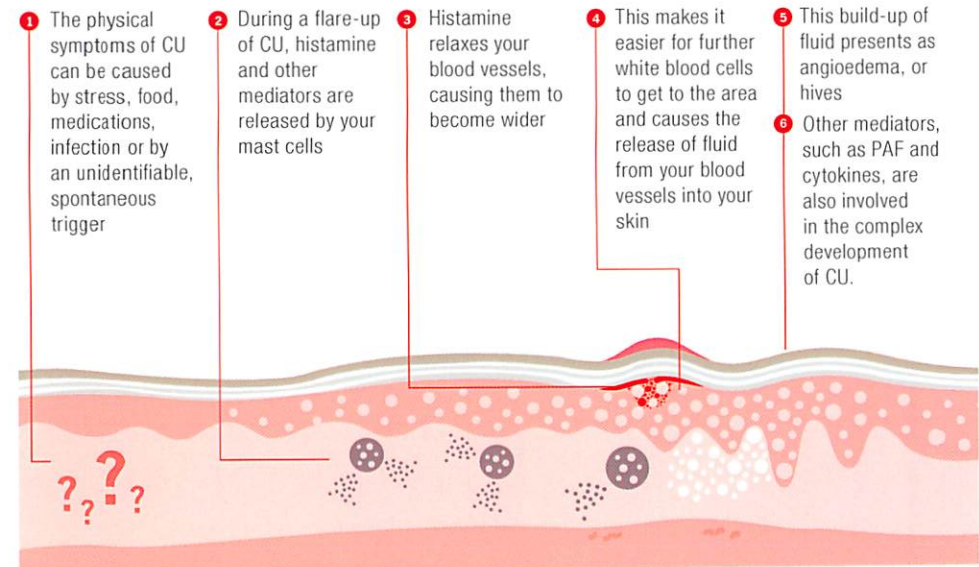
Impact of CIU symptoms



The cause of symptoms

Chronic urticaria is caused by activation of your immune system.

Urticaria is caused by the release of histamine and other mediators, such as platelet-activating factor (PAF) and cytokines, from mast cells. These are a type of white blood cell within your immune system. Unfortunately, the cause of this histamine release of histamine and other mediators in CIU remains unknown, hence the term chronic idiopathic urticaria



For more information about urticaria, please speak to your doctor and visit the consumer website www.itchingforanswers.ca

*Results based on 2 independent studies. One study was a retrospective review of case record forms of 337 outpatients aged >15 years with a CIU diagnosis at the Sirirah Hospital in Thailand from 2000-04. The other study was conducted in 78 outpatients aged >15 years with a CIU diagnosis at the Department of Dermatology of the Academic Medical Center in the Netherlands from 1992 to 1994.