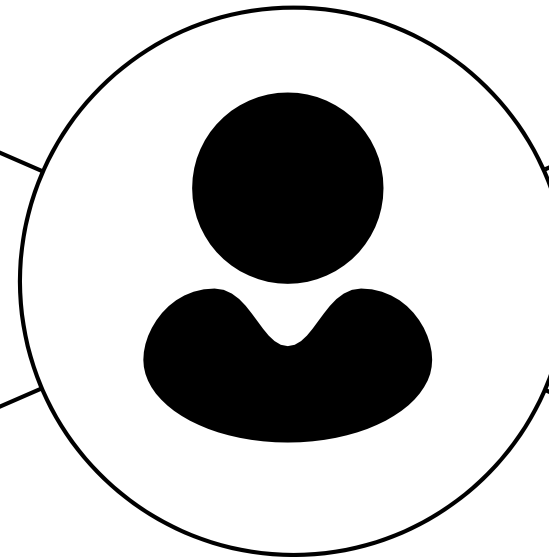


# What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations



# What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

# What do they SEE?

environment  
friends  
what the market offers

# What do they HEAR?

what friends say  
what boss say  
what influencers say

WITH STRESS  
AND  
DEPRERSSION

GETTING  
CURED  
FASTER

FINDING  
BEST  
MEDICATION  
FOR IT

It may  
cause  
itching

WHAT MIGHT  
BE THIS TO  
CAUSE FOR  
IT

EMBARESSING  
TO SHARE IT

FEELS LIKE  
ALONE

REVIEWS  
AND  
RATINGS

VISIT  
DERMATOLOGIST

WERE YOU IN  
CLOSE  
CONTACT  
WITH  
SOMEONE ?

TAKING  
TREATMENT

WITH  
SPEED  
RECOVERY

GET  
MEDICINES  
AND  
OINTMENT

SUGGESTION  
FROM  
DOCTOR

PRODUCTS  
RECOMMANDATION  
FROM NEIGHBOURS

WANTS  
CONVENIENCE

FEELING  
INSECURE

HESITATE  
TO SPEAK  
ABOUT IT

TRIES TO  
HIDE  
INFECTION

AVOID GOING  
OUTSIDE

NEED OF  
HELP

## PAIN

fears  
frustrations  
obstacles

ITCHING OF  
INFECTION

HIGH PAY  
FOR  
SCANS

IRRITATION  
OF SKIN  
BULG

AFFECTING  
MENTAL  
HEALTH

SPREADING  
OF  
INFECTION

## GAIN

"wants" / needs  
measures of success  
obstacles

BETTER  
MEDICATION  
FOR PROBLEM

FOLLOWING  
PRESCRIBED  
MEDICINES

CLEANING  
AFFECTED  
AREA  
REGULARLY

EATING  
HEALTHY FOOD  
WHICH HELPS  
FOR SKIN  
PROBLEMS