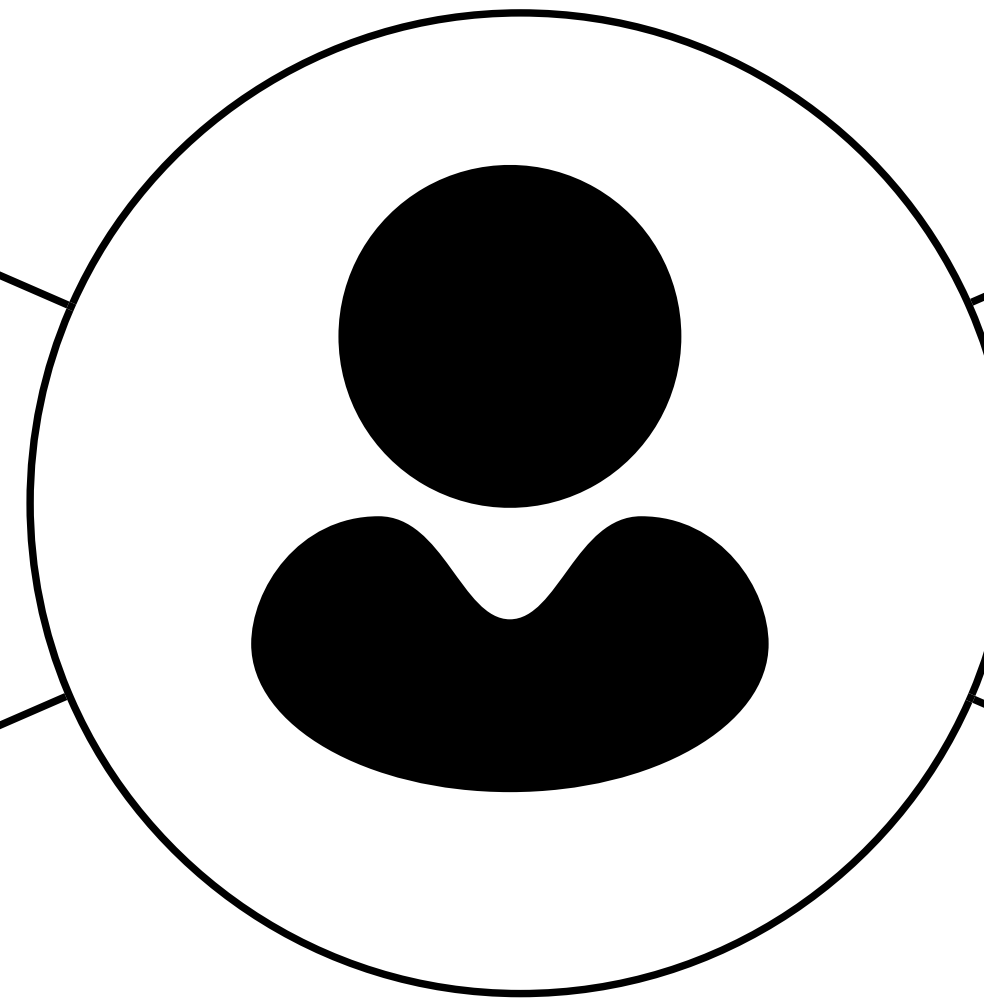


What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



Skin disease are not just a cosmetics issues , they are associated with verity of issues.

The patients affects with psychologic problems and mentally disturbed because of skin disease.

They feel very uncomfortable with Skin disease

Stress can also make skin problems worse

What do they HEAR?

what friends say
what boss say
what influencers say

FRIEND SAY :
they tease
the affected
person

BOSS SAY : They scold the affected person due their illness and also it affects their job

INFLUENCERS SAYS : The influencers will allot fund to their treatment

FRIENDS: They can see the friends but can't play normally as them because of their friend's safety to avoid diseases spreading

ENVIRONMENT :
It is also hurts them. like sun burning , it gives irritation to them.

MARKET OFFERS :
Market offers some medicines and Chemical free creams

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

ATTITUDE IN PUBLIC : they try to hide their disease from others

APPEARANCE: discoloration in their face or body ,they feel like awkward

BEHAVIOR TOWARD OTHERS : they always adjusting their clothes to hide their disease and mostly they don't attend some functions or program

PAIN

fears
frustrations
obstacles

FEAR : They fear to touch with Healthy persons .

FRUSTRATIONS : They are not able to work like normal people , because of some pains or itching in their disease.

OBSTACLES: They feel depression ,sleepless

GAIN

"wants" / needs
measures of success
obstacles

To early predict of skin disease is easy for treatment

Detection at early stage, will minimize the depression and sleepless

Early treatment will reduce the spread and growth of the skin disease