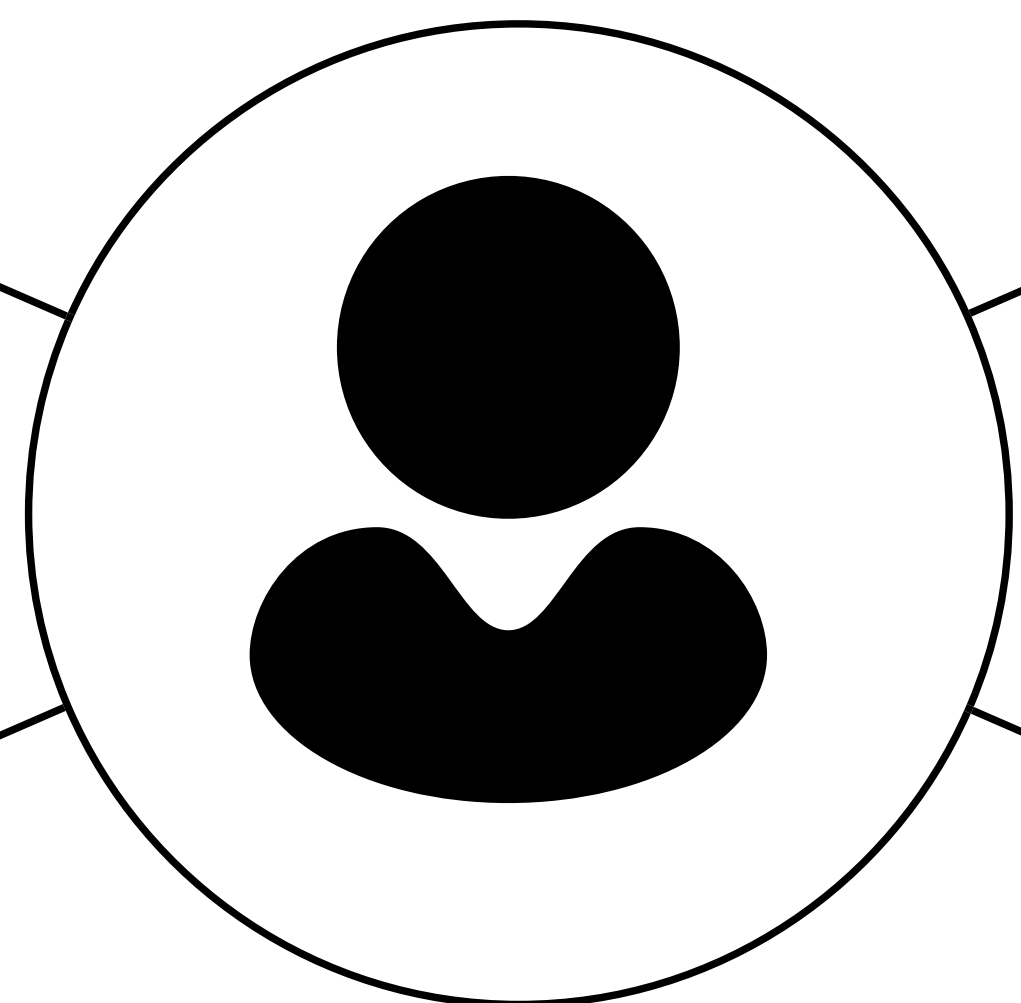


What do they
THINK AND FEEL?

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

WHY IS IT
ITCHING ?

WHAT MIGHT
BE THIS TO
CAUSE FO IT

EMBARESSING
TO SHARE IT

FEELS LIKE
ALONE

REVIEWS
AND
RATINGS

VISIT
DERMATALOGIST

WERE YOU IN
CLOSE
CONTACT
WITH
SOMEONW ?

TAKING
TREATMENT

WITH
SPEED
RECOVERY

GET
MEDICINES
AND
LOTIONS

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