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## The features psoriasis challenges in aesthetic care

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### ABSTRACT

Psoriasis can affect many areas of the body, respectively; treatment should be directed to the affected areas according to their localization. The most difficult in treatment and aesthetic care are considered to be psoriasis of the nails, scalp, and palmar-plantar localization. These areas are visible all the time and well-groomed condition is of great importance for women. This article is devoted to the analysis of data on the peculiarities of care and the complexities of the treatment of psoriasis of aesthetic areas. Nail psoriasis is difficult to treat with topical therapy since the remedy must be optimized for penetration into the nail and surrounding tissues. Part of the inflammation in nail disease is located deep in the nail matrix and, therefore, is difficult to treat locally. Psoriasis of the scalp is difficult to treat with local and phototherapy, due to the need for specific hair and scalp care. Palms and soles often have particularly thick psoriasis plaques, which can interfere with the absorption of topical therapy and resist phototherapy. Patients with predominantly palmar-plantar disease often do not respond to several treatments, and many require combination therapy to control the disease. Collectively, psoriasis of the nails, scalp, and palmar-plantar psoriasis are considered complex conditions and often do not respond to standard treatment protocols and require aesthetic medicine measures.

Keywords: nail psoriasis, head psoriasis, plaque psoriasis, aesthetic medicine, phototherapy

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