

News Release

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On World IBD Day, Janssen launches icare4u program to improve lives of millions living with skin, joint and digestive disorders

Mumbai, India, May 19, 2022: The Janssen Pharmaceutical Companies of Johnson & Johnson today announced the launch of icare4u, a comprehensive program to support the mental and physical health of millions of Indians affected by disorders caused by excessive inflammation.¹⁻⁴

The innovative program is being launched at a critical time, with many Indians overwhelmed by the ongoing pandemic and finding it even harder to cope with debilitating conditions that affect the skin, joints and gastrointestinal system.

Janssen India's Head of Medical Affairs, Dr. Jitendra Dixit said that conditions such as rheumatoid arthritis, psoriasis, psoriatic arthritis, axial spondyloarthritis and inflammatory bowel disease had a "huge toll" on the mental and physical health of those affected.^{5,6}

Research shows that people living with inflammatory disorders are at increased risk of depression and anxiety, with those most affected also experiencing worse disease activity.⁷

"At Janssen, we are committed to improving the lives of people living with chronic immunological disorders through the provision of high-quality information and support with our new icare4u program," said Dr. Dixit.

In India, 5.2% people are living with rheumatoid arthritis,¹ 6% suffer from axial spondyloarthritis,² up to 2.8% people live with psoriasis,³ of which 5 to 10% develop psoriatic arthritis,² and around 16.2 per 100,000 population live with inflammatory bowel diseases such as ulcerative colitis and Crohn's disease.⁴

Research reveals that up to four-in-ten people with rheumatoid arthritis suffer from

depression and one-in-four are affected by anxiety.^{8,9} Half of those living with psoriatic arthritis,¹⁰ two thirds of those with axial spondyloarthritis¹¹ and a third of those with inflammatory bowel disease¹² are affected by depression.

Understanding the challenges faced by patients and caregivers, the **icare4u program** offers support tools to help navigate the health challenges many people affected by these conditions face.

The icare4u program features a dedicated website, with comprehensive information about the diseases, videos with medical experts, and a social media community for patients and caregivers on Facebook and YouTube.

The information and support tools provided are specific to rheumatoid arthritis, axial spondyloarthritis, psoriatic arthritis, psoriasis, ulcerative colitis and Crohn's disease.

For more information on **icare4u**, please visit our [Facebook page](#), [YouTube channel](#) and Website <https://www.icare4u.health/>.

About Chronic Inflammatory Diseases:

Generally, inflammation is good because it protects the body by fighting infections and speeding up the healing process. However, sometimes inflammation is excessive and persists for a long time, as the immune system continues fighting indefinitely. This is known as chronic inflammation and is caused by the immune system repeatedly sending out white blood cells and chemical messengers that prolong the process. When this happens, white blood cells may end up attacking nearby healthy tissues and organs, resulting in a number of diseases that are difficult to treat, such as rheumatoid arthritis, axial spondyloarthritis, psoriatic arthritis, psoriasis, ulcerative colitis and Crohn's disease.

About the Janssen Pharmaceutical Companies of Johnson & Johnson

At Janssen, we're creating a future where disease is a thing of the past. We're the Pharmaceutical Companies of Johnson & Johnson, working tirelessly to make that future a reality for patients everywhere by fighting sickness with science, improving access with ingenuity, and healing hopelessness with heart. We focus on areas of medicine where we can make the biggest difference: Cardiovascular & Metabolism, Immunology, Infectious Diseases & Vaccines, Neuroscience, Oncology, and Pulmonary Hypertension.

Learn more at www.janssen.com/India. Follow us at www.twitter.com/JanssenGlobal.

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