

## CALLING ALL SUPERHEROES & SIDEKICKS!

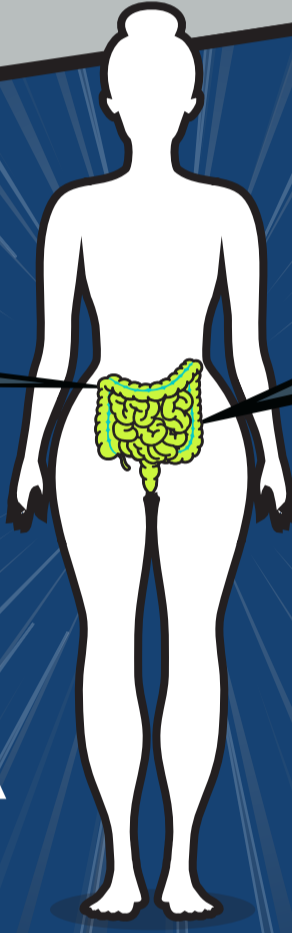
We call on you to unite in the fight against inflammatory bowel disease (IBD). Don't stop until it is unmasked.



THE MOST COMMON TYPES OF IBD are **ulcerative colitis (UC)** & **Crohn's disease (CD)**.

MORE THAN **5 MILLION** people worldwide are affected by IBD.

IBD is a group of diseases marked by an abnormal response of the immune system, leading to **chronic inflammation** of the gastrointestinal tract.



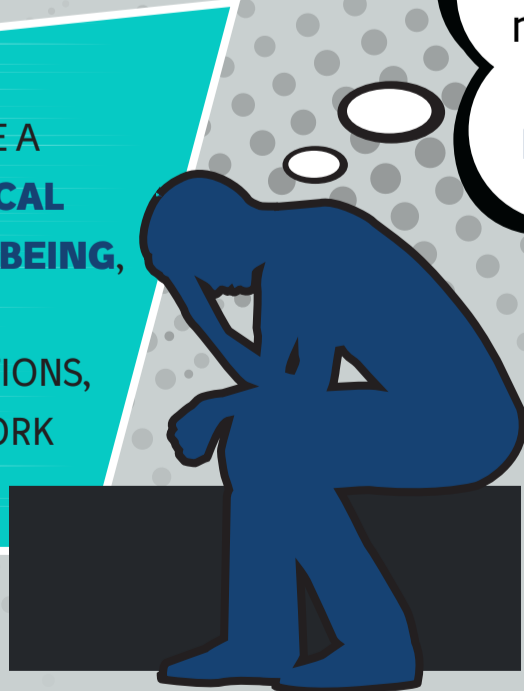
People with UC or CD may experience **persistent diarrhea**, **abdominal pain**, **fever** or **weight loss**.

IT IS IMPORTANT FOR PATIENTS TO FEEL **CONFIDENT** AND **EMPOWERED** TO TAKE AN ACTIVE ROLE IN MANAGING THEIR DISEASES AND HAVE ONGOING AND **OPEN CONVERSATIONS** WITH THEIR HEALTHCARE PROVIDERS ABOUT WHAT THEY'RE EXPERIENCING IN ORDER TO FIND THE TREATMENT PLAN THAT'S BEST FOR THEM.



Living with a chronic disease like IBD may be **CHALLENGING** and **ISOLATING**. For people living with IBD, having loved ones who care enough to be involved and be part of their **SUPPORT SYSTEM** can be invaluable.

LIVING WITH IBD CAN HAVE A MAJOR IMPACT ON **PHYSICAL** AND **EMOTIONAL WELL-BEING**, AND CAN ALSO **GREATLY AFFECT** SOCIAL INTERACTIONS, FAMILY LIFE, AND ONE'S WORK OR STUDIES.



People with UC or CD may **FEEL EMBARRASSED** or suffer from a **NEGATIVE BODY IMAGE**.



Unmasking the facts about IBD and showing support may help shed the stigma associated with the disease.

## TAKE ACTION.

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