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# THE PSORIASIS PROGRAM

An Introduction



# Table Of Contents

An Introduction And Overview Of The Psoriasis Program	3
The QUICK START Guide	5
Why I Recommend A Four Month Psoriasis Program	5
The 5 Key Psoriasis Program Steps	6
What Is Psoriasis?	7
Psoriasis Is Classified As An Auto-Immune Condition	9
The 3 Main Types Of Psoriasis	10
Plaque Psoriasis	10
Guttate Psoriasis	10
Seborrheic Psoriasis	10
Lesion Locator – <i>graph</i>	11
The Typical Plaques Of Psoriasis	11
Psoriasis Can Affect People Differently	12
Do You Have Mild, Moderate, Or Severe Psoriasis?	12
Psoriasis Is Embarrassing For Many	13
What Is Psoriatic Arthritis?	14
What Causes Psoriatic Arthritis?	14
What Is Guttate Psoriasis?	18
Is Psoriasis A Curable Condition?	18
The Are Many Potential Causes Of Psoriasis	20
The Primary or Exciting Cause And The Secondary Or Maintaining Cause	21
Primary Maintaining Triggers	22
Secondary Maintaining Triggers	22
How People Think They Get Well And How They Actually Get Well	28
Fantasy Land – How People Think they Get Well	29
Reality Check – How They Actually Get Well	29
The 5 Factors Determining Psoriasis Recovery	31
Medical Treatment Can Be Worse Than The Disease	32
Psoriasis Patients Often Have Addictive Behaviors	33
Many Psoriasis Patients End Up With Varied Outcomes	33
Yes, You Can Get Rid Of Your Psoriasis	34
The Four Types Of Recovery From Psoriasis	35
Recovery – No Smooth Sailing	36
The Last Resort Patient	37
Psoriasis Aggravations And How To Minimize Them	39
12 Psoriasis Treatment Perseverance Tips	42
References	47

# The Psoriasis Program

## *Your Permanent Psoriasis Solution*

### **An Introduction & Overview Of The Psoriasis Program**



Hi, I'm Eric Bakker, naturopathic physician and I'd like to personally thank you for investing in The Psoriasis Program.

Before I explain in more about psoriasis, the causes, the signs and symptoms, etc., I would first like to talk to you in more detail about the 5-stage Psoriasis Program that you have just purchased. The Psoriasis Program has been designed to be a series of booklets that all build on each other, and while you can just read these books at any point, it is probably best that you read them in the sequence I have outlined. Please take notes or underline what is important to you and feel free to write in your booklets, this is Program, so highlight what is important to you.

Each of the twelve books that make up The Psoriasis Program is a PDF e-book, and you could place them all on a small portable flash drive and take them to your local print shop who will be able to print them out for you and bind them. Of course, you may only want to print out some or all of the books, that's up to you. Ask to have them spiral bound, and have the print shop supply a clear plastic cover and a cardboard back, this will make the booklets more durable.

The Psoriasis Program will help guide you through your recovery from psoriasis and you will find that a complete recovery program is outlined in the various books in the psoriasis series. By reading and implementing all of the information contained in this comprehensive series, you could well achieve the same great outcomes that my patients achieve when they visit me in my clinic or have consultations with me on Skype. Once you get a good understanding of the Psoriasis Program concept, feel free to modify your program including the diet, lifestyle recommendations as well as the supplementation dosages to suit your own individual needs.

The Psoriasis Program has been successfully trialed and tested over many years involving many several thousand psoriasis patients. I know this program works because of the most positive feedback I have received not only from patients with psoriasis, but from naturopaths and other health care professionals I have shared several of these secrets with as well over the years. These are not "secrets" really; but like achieving most things in life that are really worthwhile, it is a matter of applying clearly defined principles and sticking with a proven plan and never giving in until you get the desired results. And what if you don't get a good outcome? Then you will need to tweak the program until you do, or discover the hidden obstacles preventing you from healing yourself and that's exactly what I have tried to do with patients over the years. I have learned from the many mistakes I made in the early years and don't think you should have to repeat these mistakes. Your success is virtually assured *as long as you stay on track*. Pay particular attention to the information contained in the

shaded boxes, many are great tips which can help you fast track your results.

The Psoriasis Program is a result of having spent many thousands of hours in the naturopathic clinic with an incredible amount of patients suffering with psoriasis. But it is also the result of having studied countless books, websites and blog sites on this topic, as well as learning from other doctors who specialize in this field. It has been the combination and culmination of all these years of hard work and experience that has led me to the point that I could formulate a series of booklets that contain enough of the most useful information that will enable you to solve your own particular case of psoriasis.

As you will learn later on, if improvements don't occur long-term, or if improvements hold only temporarily and then your health quickly regresses, then you will need to look for what I call the "obstacles to cure", and you will learn all about these later on. One or more of these obstacles may be in your way and could be preventing that breakthrough from occurring that you have been so desperately looking for, especially if you are one of those psoriasis patients who has been to countless practitioners and skin specialists, read all the psoriasis books, tried all those fancy diets as well as lotions, creams and dietary supplements and still doesn't get well and stay well.

My main motto has always been to never give in in life with anything, and this is what will make the difference, sheer persistence. Persistence eventually pays off; it always does. Almost anything is possible in your life with sheer persistence and determination, I want you to remember this down the track when the clouds roll in and cover your sun, and it looks like your psoriasis will never get well in spite of your best made plans.

I have experimented with countless psoriasis diets and programs over more than twenty years and found many are just too rigid for the average psoriasis patient to follow, while others were just too plain liberal. Some books I studied did not clearly define when to re-introduce certain foods and drinks which were eliminated, and others would elaborate on a "paint by numbers" approach to the psoriasis diet, for example – for the first two weeks you avoid this food, and then for the next two weeks you avoid another food, etc. Many psoriasis diets were just too confusing and some were plain impossible to follow for too long. And, if a program is too rigid then the compliance will be quite poor and consequently the results will simply not be forthcoming. Is it any wonder the typical chronic psoriasis patient is confused, bewildered and completely disappointed in the end?

In addition, some companies who strongly promote dietary supplements maintain that supplements alone will cure psoriasis and not to worry too much about diets, because they are just too plain difficult to follow. Some supplement resellers even call the psoriasis diet the impossible diet; yet actively promote products, paying a small amount of attention to diet while mentioning virtually nothing about those all-too-important lifestyle changes required.

While some high quality dietary supplements are required, especially in chronic psoriasis cases, you will get the best possible results by utilizing a combination of the right diet for you, lifestyle habits and high-quality dietary supplementation. All three are required if you are to beat that

psoriasis, and my emphasis is on 80 percent focus on diet and lifestyle and 20 percent focus on special anti- psoriasis foods and specialized supplements. A well-coordinated approach works beautifully, and I have proven this to be the case time and again with many psoriasis patients. The right diet “for you” implies that no one size fits all, and that you will need to be especially tough the first few weeks but then loosen up and modify my recommendations to suit your own needs. Don't worry if this all sounds a bit confusing, I'll explain as we go along.

Each of the psoriasis books are important, and if you want to get the best out of the Psoriasis Program then I would recommend that you read each and every book a few times over, highlighting any information important to you. It will be almost as good as coming to see me in private in my consultation room or having a catch-up on Skype for a psoriasis consultation.

## **The QUICK START Guide**

The second book I have written in this Psoriasis Program series is called the QUICK START Psoriasis Guide, and it will give you many quick solutions, summarizing the Psoriasis Program without having to wade through hundreds of pages of information looking for quick solutions. Read the booklets of interest to you, it is best to read them in a sequence but some of the information in some booklets may be more relevant to you than others.

## **I Recommend A Four-Month Psoriasis Program**

The Psoriasis Program, if adhered to correctly, will take about twelve to sixteen weeks (three to four months) to become really effective and this time frame is based on many cases successfully treated for this duration.

While it is possible for good results with psoriasis to be achieved much sooner, in chronic cases it can take as long as six to twelve months to really clear a chronic case or recurring plaque psoriasis. This is not just my observation, but also the observation of many different psoriasis experts I have spoken to or information I have gained from books on this topic.

Why does it take so long for some people to recover, while others recover in a matter of a few months? This can easily be explained because every case of psoriasis I see, just like every patient, is different, and has developed psoriasis under a different set of circumstances.

In addition, some cases of psoriasis will be straightforward, whereas others will be much more complex, such as psoriatic arthritis, around 10% of psoriasis cases. Some psoriatic patients will have one or multiple initiating as well as maintaining triggers (causes), and these can vary from case to case. In some situations there are even “hidden” causes that will ensure the person only ever partially recovers, until they finally overcome their own personal obstacles.

Another reason is that every patient will have his or her own reasons for wanting to recover, and this may be a partial or full recovery, as strange as it may sound. As you can see, there is no one hundred percent clear-cut path to the recovery from psoriasis.

My advice is to steer clear of any health programs that promote “instant”



psoriasis cures; in reality there is no such thing as instant when it comes to restoring as well as maintaining good health. This is similar to obtaining an “instant PhD” I have seen advertised online for five hundred dollars, and certain people will unfortunately fall for such scams for the instant things in life. Whenever you act in haste it often follows that you may well have to repent at your leisure.

It takes time to develop outstanding health because good health is based on the foundation of learning and implementing on how to lead a healthy and balanced life. Hopefully may be aware, developing outstanding health and recovery from psoriasis takes time because first you will need to learn some basic theory, and then there is the practice of adopting and implementing these healthy lifestyle and dietary habits. The main thing is to do the best you can, and even if you don't entirely eliminate your chronic psoriasis, small but sustained improvements in your lifestyle and dietary habits as outlined in the Psoriasis Program will almost certainly bring about considerable improvements in your psoriasis, along with any other health problems you may.

Any improvements you get will make the Psoriasis Program just that more effective, because small improvements lead to greater self esteem and often lead to even greater improvements in time. When I wrote this book, I wanted you to eradicate your psoriasis for life, not just for a mere few months or years, but wanted to offer you *a permanent psoriasis solution*.

## **The Psoriasis Program – Helping Yourself Back to Health**

### **The 5 Key Psoriasis Program Steps**



1. Do the **Psoriasis Diet** (a three-stage diet)
2. Do the **Internal Cleansing and Detox**.
3. Live the right **Lifestyle**. The right way of living and thinking.
4. **Skin treatments**. Learn the best external applications.
5. Incorporate **Special Foods, Supplements, Herbs and Teas**.

1. **The Psoriasis Diet – Understanding Digestion And Nutrition** - If you want to recover quickly and completely, follow my Psoriasis Diet. I'll show you what to eat and the best ways to eat as well. Eat the right foods for as long as it takes and get your skin back to normal. The three-stage Psoriasis Diet is proven and has been used on countless patients in my clinic with great affect. In the Psoriasis Diet book I'll explain all about diet and nutrition in much detail and most all of your psoriasis dietary questions will be answered. The Psoriasis Diet is your top priority, it is by far the biggest section of the Psoriasis Program and my many dietary recommendations are at the heart of this successful program. This book is the most comprehensive psoriasis diet and nutrition book available, and is worth the price of the program alone.

2. **Psoriasis – Understanding Cleansing and Detox.** Cleansing and detoxification forms the foundation and paves the way for The Psoriasis Program. Bowel, liver and kidney cleansing are very important steps to take and mandatory if you want to get the amazing results I see in my clinic. I'll show you how to successfully complete the 3-stage psoriasis-cleansing program. This section outlines the most efficient ways to cleanse and detoxify your body, and I will also discuss heavy metal toxicity and more advanced concepts in detail.
3. **Psoriasis Lifestyle - Understanding the Healthy Lifestyle.** Some of the book's most important information is contained in this booklet, vital information you simply won't find in any other psoriasis book or program. It explains how to reduce your current risk factors for not only psoriasis, but for a host of other diseases as well. You will learn about the importance of sleep, relaxation, exercise and meditation and I'll show you how remain psoriasis-free for life
4. **Psoriasis and What To Do With Your Skin.** Are you sick and tired of using those medical creams? Chronic psoriasis patients I have seen over the years have tried just about every single lotion and potion available, only to find out they most of them are worthless. I'll show you some of the best natural skin treatments I know, and share with you plenty of recipes and formulations I have discovered and been taught by my patients and fellow doctors.
5. **Psoriasis - Learn about Special Foods, Supplements and Herbal Medicines and Teas.** Do you want to know the best foods to eat that aid in suppressing and eradicating psoriasis? This extensive booklet shows you the most beneficial "special" foods that help the most with psoriasis. In addition, learn about the best dietary supplements money can buy and what not to waste your money on. You don't need to spend a fortune and take dozens of different supplements for life either. I'll teach you the best herbal medicines to use and explain exactly why and when you need them. There are a few highly beneficial teas to drink that can improve your psoriasis considerably, let me show you which ones to take and how to take them

## What is Psoriasis?



Psoriasis comes from the Greek word psora, meaning fine bran like scaling. Psoriasis afflicts 1% - 4% of the general population, and is a type of chronic skin condition where itchy scaly red or white flaky patches form on the scalp (in approximately 40% of cases), elbows, forearms, knees, groin, and legs or lower back. For many it is a condition that seems to "come and go," and may appear as a few spots or involve large areas. It is not contagious, either to other body parts or other people.

Psoriasis is characterised by thickening of the skin (epidermis), which reveals bleeding points upon removal of the scale.

The cause of psoriasis is uncontrolled skin-cell growth. In its topical manifestation, untreated psoriasis forms a thick and crusty silvery or whitish, dry, scaly layer of lots of dead skin cells called "plaques".

A plaque comes about because the mass of these dead skin cells and because of their decay. The skin of a psoriasis sufferer will divide (differentiate) around a thousand times faster than the skin of a normal person, or somebody who does not have psoriasis.

Plaque psoriasis accounts for 90 percent of all people who present with psoriasis, and joint disease is associated with psoriasis in a significant proportion of all those who have psoriasis, in one study it was reported as high as 13.8 percent.<sup>1</sup>

Some people don't understand how come they bleed when psoriatic lesions are scratched. What happens is that the redness of inflammation underneath this crusty layer of cells is the build up of blood in the circulation, blood that is sent to the area to nourish the mass of rapidly dividing cells. When a person scratches away the plaque it will be noted that there are dilated capillaries underneath, and with excessive scratching there will be bleeding as well, something that is common with many patients who have chronic psoriasis.

I have noticed that some patients with psoriasis complain of excessively itchy skin, whereas others don't seem particularly bothered with their skin itching. Maybe the climate has something to do with it, or perhaps it has to do with a person's internal temperature regulation.

Some cases I have seen are quite severe, and can be quite physically and emotionally traumatic for the person involved. In most cases however, psoriasis is confined to a few spots, and seems to affect many people on the sides or at the back of the head.

Many patients visit naturopaths with psoriasis, and we are often the 'last port of call' when it comes to chronic conditions affecting the skin. Long-standing psoriasis patients often have been to a skin specialist (Dermatologist) and tried many creams, tar solutions, been prescribed pharmaceutical drugs and various other lotions and potions along the years.

Natural medicine does have a big role to play in helping alleviate psoriasis however. Skin eruptions are generally curable to a large extent if the patient perseveres with their treatment long enough, however, skin irritants such as the sun, anxiety, stress, and various other triggers take their toll over time, and the person relapses again.

It can help sufferers to identify their individual triggers, to eat a more 'psoriasis-friendly' diet, and to learn about the effects of stress and nervous tension on psoriasis.

Psoriasis is a stubborn and difficult condition to treat, both from a practitioner as well as patient's perspective. Successful treatment requires patience, diligence and long-term treatments with detoxification to observe any true lasting benefits.



## **Psoriasis Is Classified As An Auto-Immune Condition**

Autoimmune disorders are diseases caused by the body producing an inappropriate immune response against its own tissues. Sometimes the immune system will cease to recognize one or more of the body's normal constituents as "self" and will create autoantibodies – antibodies that attack its own cells, tissues, and/or organs. Auto-immunity causes inflammation and damage and it leads to autoimmune disorders. There are a lot of symptoms associated with autoimmune diseases, and some may appear to fall under the same category as autoimmune disease, but they are really unrelated. If you ever have any doubts, seek out the care of an experienced health-care professional to get the best diagnosis. On many occasions I have correctly diagnosed psoriasis in a patient after the same patient was diagnosed as having eczema or dermatitis.

### **T-Cells**

As part of its defence against foreign invaders, there are various organs in your body that collaborate to pump out specialised white blood cells called "T cells." Under normal circumstances, T cells are programmed to identify and coordinate an attack on enemy combatants, and these invaders can be viruses, parasites or different foreign bacteria. When you have psoriasis, T cells mistakenly identify your skin cells as "foreign" and attack them. This attack injures the skin cells, setting off a whole cascade of responses in your immune system and in your skin, resulting in skin damage. This damage results in the typical swelling, reddening and scaling that psoriasis patients experience.

### **Plaques**

In an effort to heal your skin, your skin cells begin to reproduce rapidly. Programmed skin growth that should take a month takes place in only a few days, and unusually large numbers of new skin cells push their way to the surface of your skin. This occurs so quickly that older skin cells and white blood cells aren't shed quickly enough. These discarded cells pile up on the surface of the skin, creating thick, red plaques with silvery scales on their surface: the hallmark of the classic form of plaque psoriasis.

### **Is it an allergy or is it psoriasis?**

Could it be an allergic skin reaction you have, or really psoriasis? Symptoms of allergies like dry eyes, dry mouth, light sensitivity, headaches, and swollen glands can also be symptoms of an autoimmune disease. That doesn't really make detecting an autoimmune disease very simple. However, if you experience allergies seasonally for six months out of the year, each year, around the same time, then it is most likely just allergies. If for any reason the symptoms show up unexpectedly or are continual without a break, then it's time to see your health-care professional.

## The 3 Main Types Of Psoriasis

If you have ever dealt with psoriasis you know the feeling of struggling with red, itchy, scaly skin. But do YOU know what type of psoriasis you really have? Were you even aware there are different types of psoriasis? Probably not unless your skin specialist explained the different types to you. There are, in fact, three main types of psoriasis and although the basic symptoms are the same, they are all a little bit different and effect people in different ways. All forms of psoriasis primarily affect the skin. They can cause a few different problems and if you are lucky they will only cause one problem at a time. Psoriasis is infamous for causing the redness, itching, flaking and shedding and even cracking and bleeding of the skin. There are two layers of skin, the top and bottom. The top layer is the old skin; it lasts for a few weeks and then begins to shed off on its own. The bottom layer is the new skin growth that takes over for the shedding skin. Shedding skin is a perfectly normal procedure, but it happens slowly over time so that we don't notice. In psoriasis however, the bottom layer tries to move up to the top before the top is ready to shed. This leaves cracks in the skin and gives it that red, cracked and flaky look. On top of that, the skin may start to become dry, irritated and painfully inflamed. If you scratch at the skin while it is flaky, red, and peeling, you could get weeping lesions and scaling on the affected area. Most uncomfortable, especially when you have a bath or shower. The three main types of psoriasis are plaque psoriasis, guttate psoriasis and seborrheic psoriasis.



### Plaque Psoriasis

Plaque Psoriasis is the most common type of the disease, and it is form most people are familiar with. Each person is different, but for the most part it appears as patchy, thick flaky skin that causes itching and inflammation. If the skin is damaged skin gets injured in some other way, it is easily infected. This form of psoriasis is common on the scalp, legs, arms and torso.



### Guttate Psoriasis

Guttate Psoriasis mainly affects children and young adults. It often follows after a bout of strep throat or other infections and causes red bumps on the skin. This form is often misdiagnosed as an allergic reaction rash or a fever rash. The good news is that in most cases, guttate psoriasis can clear up entirely when treated with herbs or dietary supplements which inhibit or kill bacteria, and it almost never comes back again.



### Seborrheic Psoriasis

Seborrheic Psoriasis is often mistaken for a serious cause of dandruff because it affects the scalp, ears, hairline, and forehead. Some medicated shampoos work to eliminate the flaking, but it can still be problematic. While seborrheic dermatitis mostly affects the head and scalp, this form of psoriasis can appear anywhere on the body.

The knees, chest, hands, neck, back and elbows are all susceptible to an outbreak although it can typically be found on any other skin surface.

Lesion Location	% Of Psoriasis Patients <sup>5</sup>
Scalp	80
Elbows	78
Legs	74
Knees	57
Arms	54
Trunk	53
Lower part of the body	47
Base of the back	38
Other	38
Palms and soles	12

## The Signs and Symptoms of Psoriasis

Do you have an annoying skin condition but aren't sure what it is? Have you ever wondered if your dry, patchy skin is simply dry skin or is it perhaps something else, like dermatitis, eczema or perhaps psoriasis? Perhaps somebody has told you that you have psoriasis and you are curious to learn more. Is your dandruff out of control and you are worried it might be something more? Well, there are some very basic signs and symptoms of psoriasis to look for, and by reading this page you may well discover if you have psoriasis or not. The best diagnosis will come from your health-care professional, but in the meantime, below are listed some common symptoms of psoriasis.

Psoriasis signs and symptoms can vary from person to person but may include one or more of the following:

- Dry, cracked skin that may bleed
- Itching, burning or soreness
- Red patches of skin covered with silvery scales
- Small scaling spots (more commonly seen in children)
- Thickened, pitted or ridged nails
- Swollen and stiff joints

## The Typical Plaques Of Psoriasis



The typical psoriasis patches (otherwise known as plaques) can range from a few spots of dandruff-like scaling to major eruptions that cover large areas of the body. Mild cases of psoriasis can be nothing more than a temporary nuisance; ranging right up to the more-severe cases which can be painful, disfiguring and disabling.

Most types of psoriasis go through cycles, flaring for a few weeks or months, then subsiding for a time or even going into complete remission. In most cases, however, the disease eventually returns.

For the most part, psoriasis is red or pinkish patches of thick, raised, and/or dry skin. The most common areas affected are the scalp, elbows, and knees. Of courses, psoriasis is not picky, and can potentially affect any area of the body. Psoriasis is more likely to appear where there skin is injured. Areas of trauma, constant rubbing or scratching, and abrasions or scratches can cause flare-ups. Psoriasis of the scalp will appear to be a severe case of dandruff with white, flaky skin stuck in the hair or falling on the shoulders. This form can be difficult to hide and can be an embarrassment when it gets out of control.

## **Psoriasis Can Affect People Differently**

Psoriasis can look different depending on each individual person. There can be small bumps or large areas of patchy, raised skin. The area can also have red patches or areas of flaky skin that is easily wiped off. If the small areas of dry skin or picked at or scratched they may start to bleed; this is another sign of psoriasis.

Psoriasis in the genital areas is common too and the area should be dealt with gently. Keep the area clean and don't pick or scratch at the skin. If the psoriasis shows up in moist areas like the belly button, genitals or between the buttocks, the patches will appear to be simply flat, red patches of skin. These areas can then make the psoriasis appear to be some other infection and overlooked.

## **Psoriasis Can Affect Fingernails**



Psoriasis can also affect the skin under or around the nails. These will appear as small, white spots on the nail or as large yellowish-brown areas in the nail bed. This type of psoriasis can cause the nails to crack or break easily and, in some cases, cause the nails to fall off. It can be difficult to distinguish between psoriasis affecting the nails or a yeast infection of the nails. Either way, it

does not really matter because the local treatment will be the same. Be sure to read the booklet called *Psoriasis And What To Do With Your Skin*, you will discover many hints and tips on how to cure psoriasis affecting the nails.

## **Do You Have Mild, Moderate or Severe Psoriasis?**

- Mild psoriasis (67% of cases): Affects up to 3% of the body, generally in isolated patches on the knees, elbows, scalp, hands and feet. It can often be controlled with topical therapy.
- Moderate psoriasis (25% of cases): Affects 3% to 10% of the body's surface. It often appears on the arms, legs, torso, scalp and other

areas. Topical agents, phototherapy, various pharmaceutical drugs may be commonly used.

- **Severe psoriasis (8% of cases):** Affects more than 10% of the body. It may be extensive with plaques, pustules or erythroderma. Phototherapy, systemic drugs with or without a topical agent, is usually employed by many psoriasis patients with a severe condition to achieve adequate results.

## Psoriasis Severity

■ Mild ■ Moderate ■ Severe



## Psoriasis Is Embarrassing For Many

Many people with skin diseases like psoriasis are embarrassed. In days gone by, there was much persecution and fear surrounding a skin disease such as psoriasis, and some were even seen as lepers and cast out of society. This stigmatisation of psoriasis was not really a public health measure to control the spread, although many people believed up until not that long ago that psoriasis was actually contagious, it was out of sheer ignorance, fear and prejudice.

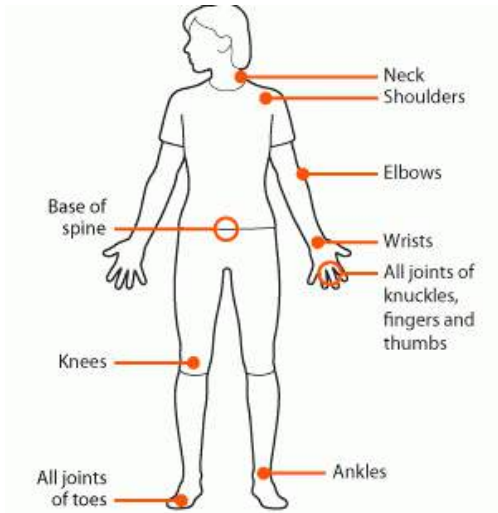
Patients who come to see me with a skin problem want it gone mainly because skin diseases are so highly visible to others, and these are embarrassing conditions that young people especially want gone ASAP. Their impact on life, especially self-esteem, can be far-reaching and even devastating for some people, particularly those who are sensitive. A chronic condition like psoriasis can impact on all aspects of a patient's life and even on the lives of those who care about them.

In order to understand what the psoriasis patient suffers regularly, and in addition to deal with the symptoms of psoriasis requires the need to understand what psoriasis is and how it affects your skin. To understand how this disease process works, lets first look at how healthy new skin grows and then compare it with the skin growth rate of somebody with psoriasis. The process of shedding skin cells isn't noticeable at all and we all use thousands of skin cells each day during showers or towel drying afterwards. Our top layer of skin stays alive for 28-30 days before dying and falling away.

When someone suffers with psoriasis, his or her skin growth moves much faster. Often the cycle happens in only 3-4 days. The new cells develop much more quickly and force themselves right through the top layer of skin. These new cells cause a bit of a buildup of dead skin on the surface. The good news is that the skins cells seem to affect only a small patch of

skin at a time. The most common areas this happens in are the scalp, elbows, knees, or knuckles, but it can show up anywhere really. These areas of patchy, scaly, red skin are more commonly known as plaques.

## What is Psoriatic Arthritis?



Psoriatic arthritis is a chronic disease characterised by inflammation of the skin (psoriasis) and joints (arthritis). Psoriasis is a common skin condition affecting approximately 2% of the population, this skin condition is characterised by patchy, raised, red areas of skin inflammation with scaling. Psoriasis can affect any part of the body, but most often affects the tips of the elbows and knees, the scalp, the navel, and around the legs, hands and nails. Approximately 5 - 7% of psoriasis patients also develop an associated inflammation of their joints, a condition we know as psoriatic arthritis.

Patients, who have inflammatory arthritis and psoriasis together, are diagnosed as having psoriatic arthritis.

The onset of psoriatic arthritis most often occurs when a person is in their forties or fifties, and males and females can both be equally affected. Both the psoriasis and the arthritis often appear separately. In fact, the skin disease precedes the arthritis in nearly 80% of patients. However, the arthritis may precede the psoriasis in up to 15% of patients. It can be very difficult to diagnose psoriatic arthritis, because both arthritis and psoriasis may occur in a patient but may manifest many years apart.

Psoriatic arthritis is a particular form of arthritis sometimes associated with other autoimmune diseases, such as ankylosing spondylitis, reactive arthritis (Reiter's syndrome), and arthritis associated with inflammatory bowel disease (IBD) such as Crohn's disease and ulcerative colitis. All of these autoimmune conditions can cause inflammation in the spine and other joints, and the eyes, skin, mouth, and various organs.

## What Causes Psoriatic Arthritis?

The interesting point with autoimmune conditions is that there are "no known causes" as far as conventional medicine is concerned, and the cause of psoriatic arthritis is currently unknown. A combination of genetic, immune, and environmental factors are likely involved. There is a gene involved, and the HLA-B27 gene is found in over half of those who have arthritis of the spine, and recently a blood test has become available to quickly test for this marker. With ankylosing spondylitis, HLA-B17 is also apparent.



Some experts believe that there are infectious agents responsible for autoimmune conditions such as psoriatic arthritis, because certain changes in the immune system may be important in the development of psoriatic arthritis. For example, a reduction in the number of immune cells called helper T cells in people with AIDS may play a role in the development and progression of psoriasis and psoriatic arthritis in these patients.

### **How does the doctor diagnose psoriatic arthritis?**

Psoriatic arthritis is a diagnosis made mainly on clinical grounds, based on a finding of psoriasis and the typical inflammatory arthritis of the spine and/or other joints. There is no laboratory test to diagnose psoriatic arthritis. Blood tests such as sedimentation rate may be elevated and merely reflect presence of inflammation in the joints and other organs of the body. Other blood tests such as rheumatoid factor are obtained to exclude rheumatoid arthritis. When one or two large joints (such as knees) are inflamed, arthrocentesis can be performed. Arthrocentesis is an office procedure whereby a sterile needle is used to withdraw (aspirate) fluid from the inflamed joints. The fluid is then analysed for infection, gout crystals, and other inflammatory conditions. X-rays may show changes of cartilage or bone injury indicative of arthritis of the spine, sacroiliac joints, and/or joints of the hands. Typical X-ray findings include bony erosions resulting from arthritis. The blood test for the genetic marker HLA-B27, mentioned above, is often performed. This marker can be found in over 50% of patients with psoriatic arthritis who have spine inflammation.

### **What does the future hold for patients with psoriatic arthritis?**

The future treatment of psoriatic arthritis will evolve as more effective and safe medicines are developed. Recently, it has been shown that vitamin D might actually improve the arthritis of psoriatic arthritis. Other areas of research involve treatment with medications that can alter the immune system of patients with psoriatic arthritis. As the immune system changes and genetics are better defined in this illness, the efficacy of these medical treatments will improve.

- About one in 10 people with psoriasis also develop inflammation of joints (psoriatic arthritis).
- The first appearance of the skin disease (psoriasis) can be separated from the onset of joint disease (arthritis) by years.
- Psoriatic arthritis belongs to a group of arthritis conditions that cause inflammation of the spine (spondyloarthropathies).
- Patients with psoriatic arthritis can develop inflammation of tendons, cartilage, eyes, lung lining, and, rarely, the aorta.
- The arthritis of psoriatic arthritis is treated independently of the psoriasis, with exercise, ice applications, medications, and surgery.

### **Psoriatic arthritis symptoms and signs**

Psoriatic arthritis is a condition that affects those with psoriasis, and only a small percentage of psoriasis sufferers with psoriatic arthritis. In most cases, the psoriasis will almost always precede the arthritis anything from a few months to several years. Psoriatic arthritis is a very painful arthritis which frequently involves the knees, ankles, and joints of the feet.

In most cases, only a few joints are inflamed at any one time. The inflamed joints can become very painful, swollen, hot, and red - just like in rheumatoid arthritis, also an autoimmune condition.

### **Joint inflammation**

Sometimes, joint inflammation in the fingers or toes can cause swelling of the entire digit, giving them the appearance of a "sausage." Joint stiffness is common and is typically worse early in the morning. Less commonly, psoriatic arthritis may involve many joints of the body in a symmetrical fashion, mimicking the pattern seen in rheumatoid arthritis. Any joint can be affected in psoriatic arthritis, and this condition can also cause inflammation of the larger joints, such as the spine (spondylitis) and the sacrum, causing pain and stiffness in the low back, buttocks, neck, and upper back.

Patients with psoriatic arthritis can also develop inflammation of the tendons (tendinitis) and around the cartilage. Inflammation of the tendon behind the heel causes Achilles tendinitis, leading to pain with walking and climbing stairs. Inflammation of the chest wall and of the cartilage that links the ribs to the breastbone (sternum) can cause chest pain, as seen in costochondritis.

### **Inflammation may occur such as iritis, pleuritis and aortitis**

Aside from arthritis and spondylitis (the spine), psoriatic arthritis can cause inflammation in other organs, such as the eyes, lungs, and even the big blood vessel called the aorta. Inflammation in the iris of the eye causes iritis, a painful condition that can be aggravated by bright light (photophobia) as the iris opens and closes the opening of the pupil. Treatment may include a corticosteroid injection directly into the eye to decrease severe inflammation and prevent blindness. Inflammation in and around the lungs (pleuritis) causes shortness of breath and severe chest pain, especially with deep breathing. Shortness of breath and even heart failure may occur due to inflammation of the aorta (aortitis) caused by a leakage of the aortic valve valves.

### **Acne and nail problems**

Many psoriatic patients I have seen over the years have different forms of acne and nail changes. Pitting and ridges are seen in fingernails and toenails of 80% of patients with psoriatic arthritis. Interestingly, only a minority of psoriasis patients who do not have arthritis have nail changes. Acne has been noted to occur in higher frequency in patients with psoriatic arthritis.

### **SAPHO syndrome**

A new syndrome (SAPHO syndrome) has been described, characterised by inflammation of the joint lining (**s**ynovitis), **a**cne and **p**ustules on the feet or palms, thickened and inflamed bone (**h**yperostosis), and bone inflammation (**o**steitis).

### **Psoriatic Arthritis Treatment**

The conventional treatment of the arthritis symptoms of psoriatic arthritis is based on pharmaceutical drugs. Generally, the treatment initially involves a combination of anti-inflammatory medications (NSAIDs) and exercise. If progressive inflammation and joint destruction occurs despite NSAIDs treatment, more potent medications such as methotrexate, corticosteroids, and antimalarial medications (such as hydroxychloroquine, or Plaquenil) are used.

### **Exercise may help**

Exercise can be done at home (a good occupational therapist or physiotherapist can help significantly here) and is customised according to suit each patient. Warm-up stretching, or other techniques, like a hot shower or heat packs (wheat bags are good) are helpful to relax muscles prior to exercise. Ice application after the routine can help minimise post-exercise soreness and inflammation. In general, exercises for arthritis are performed for the purpose of strengthening and maintaining or improving joint range of motion. They should be done on a regular basis for best results and you may also want to consider Tai chi or yoga.

Nonsteroidal anti-inflammatory drugs (NSAIDs) are a group of medications that are helpful in reducing joint inflammation, pain, and stiffness. Examples of NSAIDs include aspirin, indomethacin (Indocin), and diclofenac. The problem with drugs are the inherent side-effects, and the most frequent side effects include stomach upset and ulceration, but these drugs can also cause more serious side effects such as gastrointestinal bleeding and even stroke. I am not a big fan of pharmaceutical drugs at all, and will explain in the booklet called *Psoriasis, Special Foods, Supplements, Herbs and Teas* the different natural options available to you.

### **Skin and joint symptoms linked**

While the relationship between the skin disease and joint disease is not clear, many clinical cases have revealed that there is an improvement of the arthritis simultaneously with clearing of the psoriasis. Patients with psoriasis can benefit by direct sunlight exposure and ocean water.

My advice is to follow the dietary advice given in the comprehensive *Psoriasis Diet* book.

### **Surgery last option**

Patients who have severe destruction of the joints may benefit from orthopaedic surgical repair. Total hip joint replacement and total knee joint replacement surgery are now commonplace in many hospitals throughout the Western world.

## What Is Guttate Psoriasis?



I have seen many patients over the years with this unusual form of psoriasis called "guttate" psoriasis, which is characterised by multiple tiny areas of psoriasis that tend to affect most of the body. 'Gutta' is Latin for teardrop; and guttate psoriasis looks like a shower of red, scaly teardrops that have fallen down on the body. Lesions are usually concentrated around the trunk and upper arms and thighs. Face, ears and scalp are also

commonly affected but the lesions may be very faint and quickly disappear in these areas. Occasionally there may be only a few scattered lesions in total. The diagnosis of guttate psoriasis is made by the combination of the patient's individual history, the clinical appearance of the skin rash along with some evidence of any preceding skin infections.

This particular skin rash may come on very quickly, usually within a couple of days, and may follow a streptococcal infection of the throat. It tends to particularly affect children and young adults. In most instances guttate is self-clearing and has a good chance of spontaneously clearing completely

### **Medical Management of Guttate Psoriasis May Include:**

- Antibiotics. Treatment of an underlying streptococcal infection with antibiotics
- UV light. Phototherapy
- Coal tar, oral steroids. Topical agents including mild topical steroids, coal tar.

Guttate psoriasis rarely requires treatment with oral medications. How would a naturopath treat this condition? The same way we would treat any other case of psoriasis, we would look at the case history, the diet, the lifestyle and recommend changes where appropriate.

## **Is Psoriasis A Curable Condition?**

Many patients I have seen over the years Look primarily at treating their skin when it comes to getting rid of their psoriasis, but the problem lies a lot deeper than just the skin. Treating the skin alone without addressing the underlying causes is a complete waste of time and will at best only yield (very) temporary results. All too many health-care professionals I know also just treat the skin, without paying sufficient attention to the person's overall health and wellbeing.

Looking to the skin for the cause of psoriasis is like looking at the tip of an iceberg and assuming it to be the entire structure. No matter how much ice you try to remove from the iceberg's tip, the iceberg will remain and never disappear, and all because the main body lies beneath the surface.

As you take ice away, more 'magically' appears from seemingly nowhere. Psoriasis is very much like this, you keep on applying potions and take medicines and the problem disappears for a brief period of time, only to resurface later. At first psoriasis appears quite apparent, it is the skin, and it is the skin that needs treatment and "curing" of these terrible lesions. But down the track you begin to realize that these topical treatments are fruitless. Most chronic psoriasis patients I have known through my work as a naturopath go through the stage of trying just about every conceivable lotion, potion and treatment on their skin, ranging from various natural and pharmaceutical ointments, including creams, oils, steroidal preparations, coal tar, UV radiation, and plenty more. But the psoriasis keeps coming back, month after month, year after year, until the patient has exhausted all avenues of topical (skin) treatment. Some try diet changes and some are even enlightened enough to try a few lifestyle changes, but still – the psoriasis keeps on coming back. Many give up and just learn to live with their psoriatic lesions, thinking, "This is how it's going to be for the rest of my life".

When I started to research information for my book, I found an incredible amount of medical and research-based websites explaining to the reader that there is "no known cause or cure" for psoriasis. I've never believed this to be true, there is a cause and there must be cures possible. For an effect to happen there has to be a cause underpinning it, every single time. Nothing happens "per chance" in your body, and symptoms are always the results of a disturbance taking place inside the body. Just like the iceberg, it will be primarily hidden in diseases of "no known cause or cure". If researchers take the time to look a lot deeper they will see that there is a lot more going on beneath the surface in psoriasis, and that if they focus their attention to what lies beneath the skin it could make all the difference in the world.

But the problem is complex you see, it is not a cause that jumps right at you and stares you in the face, such as bacteria or a pathogen causing an infection, like inflammation causing heart disease, like a fall causing a broken hip, etc. It is a hidden cause, and because the cause is non-apparent, hidden and difficult to find it is ignored and only the skin is treated.

Cases such as psoriasis intrigued me for as long as I have been a health-care professional, and I have always tried to find an underlying cause when it comes to such 'incurable' diseases. In my opinion, there is not really a case of psoriasis that is 'incurable', but I certainly have found many psoriasis patients who didn't want to stick with my treatment recommendations long enough to get the result. It is also worth mentioning that there are plenty of skin specialists (Dermatologists) out there with incurable belief systems when it comes to psoriasis, which play into the hands of their psoriasis patients by continually prescribing toxic drugs for both internal and external use. Little attention is paid to the patient's lifestyle apart from a prescription perhaps for an antidepressant. Conventional medical doctors pay little to no attention in recommending dietary changes, and detoxification? Well according to conventional medicine detox it is 'nonsensical' and entirely 'unscientific'. But is not prescribing toxic drugs to psoriasis patients for countless years nonsensical and unscientific, when many side-effects are experienced that are potentially more harmful than the psoriasis itself?

There is no doubt, it takes TIME to cure psoriasis, but is it realistically possible to get rid of your psoriasis completely? The answer is a resounding YES. I've seen it in many cases, but these were the patients who had exhausted all means and were not only desperate for a complete cure, they were the type of patient willing to do anything to get rid of their psoriasis completely, and who fully complied with treatment. These were the patients who taught me that it is possible to become cured, and to remain that way for life. These were the patients who inspired me to put pen to paper and to share the Psoriasis Program with psoriasis patients just like you.

Cures all depend on the attitude and tenacity of the patient. I advise my psoriasis patients to pull out every ounce of determination they can muster, yet to become more relaxed and confident in knowing that they CAN get rid of the lesions. Many patients have become really well and entirely happy with their results, whereas others have commented, "If I knew that the treatment was going to be like this I would have never started". It is important for the psoriasis patient to know that psoriasis is considered one of the most difficult, if not 'impossible', of all chronic skin conditions to cure, and that it is crucial to get on the right track as far as long-term treatment is concerned. But thirdly, and most importantly, a psoriasis patient must develop the ability to have plenty of PATIENCE, PERSISTENCE and DETERMINATION.

### **Psoriasis Can Happen Anytime**

Something else has intrigued me a great deal about psoriasis, the fact that it can appear at any age. Although it seems to appear when a person is at their most active stage of their life as a child or a young adult, it can also spontaneously appear in the elderly. Most cases of psoriasis seem to occur in those aged between 9 to 35 years of age, however.

Most commonly, there will be some kind of cause of psoriasis, some kind of process that appears to work through a person's body, affecting their digestive system, their circulation, their lymphatic (immune) as well as nervous system and then finally it will manifest on their skin.

### **There Are Many Potential Causes Of Psoriasis**

It is important to be aware of any possible causes and triggers of your psoriasis. There is no sense in treating psoriasis when you are aggravating it at the same time by being on a causative drug, drinking too much alcohol, or a poor diet high in take-away. It is important to eat a healthy diet and avoid foods that could potentially trigger your psoriasis, as well as to drink at least 6-8 glasses of water daily to flush the body and keep the skin hydrated. You can reduce the severity of this condition remarkably by following a well-structured plan. And as usual, those who fail to plan their psoriasis treatment protocol - plan to fail, and will always be looking at symptomatic treatments. These are the patients we so typically see in the clinic looking for relief from psoriasis, and I call them the "symptom treaters".



To many, psoriasis remains a mystery as far as the main causes are concerned. As earlier mentioned, research has shown about 30% of all causes is based on family history. However, there are a few lifestyle choices that may be a factor as well. Excessive drinking, being overweight, too much stress, anxiety, sunburn, and even some medications can bring about psoriasis or make the symptoms a bit late. Psoriasis may look a bit disconcerting, but it is not contagious and if you don't have it you won't "get it" from somebody! The symptoms affect each person differently; while one person may have small areas of patchy skin, others will have psoriasis plaques all over their body. With psoriasis, the main this is to learn to find ways to prevent breakouts for your individual situation. And this can vary widely from person to person.

As I've just mentioned, you have to go well beyond the skin to look for the causes of psoriasis. There is no one single cause and a psoriasis patient can have one or several causes. According to many experts such as Dr. Pagano (Healing Psoriasis) the origins of psoriasis are to be found in the INTESTINAL TRACT, and I have no doubt that once the patient has improved his or her digestive health, followed my lifestyle and diet recommendations, undergone internal cleansing and detoxification, and continued on the correct path long enough (generally 2-4 months, sometimes longer), then the results just keep on getting better. I have noticed that until the digestive health is fully restored that the problem will persist to some degree, ranging from mild and occasionally to severe and debilitating. With a partial improvement in digestive health comes a partial improvement in skin health, with a major improvement in digestive health comes a major improvement in skin health, and until the psoriasis patient has fully grasped this concept of the digestive versus skin health, the problem will persist in varying degrees.

You may like to read my book on Psoriasis, Internal Cleansing and Detoxification for a good explanation on digestive health rejuvenation, cleansing and psoriasis.

When I was researching psoriasis what struck me is that this condition is much more common in Caucasians than it is in Africans and Asians. Could it be a lifestyle or diet related cause? It is hard to know.

## **The Primary Or Exciting Cause, And The Secondary Or Maintaining Cause**

Several underlying factors may trigger skin flare-ups, including the following potential causes I have outlined. I have always believed that all skin conditions are caused by a hereditary predisposition or gene, and this may well lie dormant for years without giving the person any symptoms. But then something comes along and triggers this gene or predisposition. There are different kinds of maintaining triggers, and I have grouped these into two categories, the PMTs (Primary Maintaining Triggers) and the SMTs (Secondary Maintaining Triggers). Lets take a look these briefly, and then in a little more detail.

## Primary Maintaining Triggers

- Inadequate water consumption – This is one of THE MOST COMMON of all maintaining causes of psoriasis – dehydration. Your body requires from 1-2 liters of water daily.
- Poor (or no) consumption of leafy green vegetables such as broccoli, spinach, lettuce, beans, celery, Chinese vegetables (pak choi, bok choy, etc.), watercress,
- Poor food choices (acidic, sugary, high fat, preservatives, etc.) Tomatoes, eggplant, capsicum, chili, oranges, mandarins, sweets and sugary foods (chocolates, candy, ice cream, etc.), take-away foods, deep fried foods, processed meats, etc. For a full description of poor food choices please refer to The Psoriasis Diet)
- Poor beverage choices such as carbonated (soda) drinks, alcohol, coffee and tea. (Herbal tea and green tea are OK). Some people believe that coffee or tea are a substitute for water, they are NOT.
- Burnout and adrenal fatigue often caused by emotional stress, worry, anxiety, over active mind and fear. Please refer to the booklet entitled Psoriasis, Stress and Immunity.
- Candida yeast infection or SIBO (small intestine bowel overgrowth) Research has revealed that almost three-quarters (75%) of those with psoriasis in fact have an underlying yeast infection. Almost all psoriasis patients have constipation, diarrhea or IBS. Please refer to the booklet called The Psoriasis and Candida Connection.
- Chemicals – detergents, cleaning agents, smoking, chlorine, hair dyes and perms, paints, lacquers, thinners, insecticides, pesticides, herbicides, nickel and leather dyes.
- Poor hormonal function Many patients I see with psoriasis suffer from pre menstrual syndrome or menopausal issues. Psoriasis sometimes occurs in conjunction or is triggered by puberty, pregnancy or other hormonal changes.

## Secondary Maintaining Triggers

- Weather or temperature changes – Changes in the ambient temperature, cold, heat, or humidity can all be minor triggers.
- Household temperature extremes – Sometimes a psoriasis patient may find that they have real issues with central heating, air conditioning, fireplaces or temperature variations inside their house.

- Pets – Some psoriasis patients may have problems with pets such as dogs or cats, or may be affected by dust mites or pollen.
- Bathing – Hot or too cool baths or showers can at times cause skin aggravation or flare-ups.

Let's now take a look at some of the main causes in a little more detail; maybe you will be able to recognize them.

### **Poor Digestion**

- Poor breakdown of proteins, fats and carbohydrates is more common than you may think. Eating on the run, skipping breakfast, too much take-away food, stressful and busy lives, not chewing foods properly (very common), eating in front of TV or computer screen or iPhone, poor food choices, and several other reasons can account for this. When foods are not broken down sufficiently, poor digestion and poor absorption will occur. You also are at a greater risk of irritable bowel syndrome, fatigue, sleeping problems and have a greater potential for food allergies forming. Beneficial bacteria such as lactobacillus and bifidobacteria rely on properly broken down starches in particular for their food supply, and when your stomach or pancreas does not function optimally, then poor digestion will often be the result. Poor digestion can lead into bowel toxemia or "SIBO", Small Intestinal Bowel Overgrowth, a common phenomenon and a condition I have seen countless times in those with psoriasis.

### **Bowel Toxins:**

- Dr. Pagano's major theory relating to the cause of psoriasis proposes that psoriasis occurs when the liver is functioning poorly, in which case endotoxins (wastes from within the body) enter the bloodstream. The build up of endotoxins, along with poor bowel flora (too many bad bugs, not enough good ones, or an imbalance of colonic bacteria) levels has been linked with psoriasis. Poor kidney function is also implicated. Bowel toxins are the reason I talk about internal cleansing and detoxification, vital if you want to rid your body of this condition once and for all.

### **Low fibre diet:**

- Bowel toxins generally come from to a sluggish bowel, and a low fiber diet is what I most commonly associate with bowel toxemia. Many psoriasis patients I see have problems with their bowel, and a sluggish bowel or constipation will cause a lot of problems if you have psoriasis. A healthy digestive system and a good bowel turnover will ensure that endo-toxin producing bacteria are passed through the digestive at least once, preferably twice daily. It is therefore vital that the psoriasis patient has a minimum of one, but preferably two or even three (smaller) bowel motions each and every day. This can be achieved by consuming the right kind of foods, and you will be able to read all of this information in the Psoriasis Diet book.

### **High fat diet:**

- Some researchers have discovered that in countries where little fat is consumed, that lower incidences of psoriasis seem to exist. Some fats like animal fats (saturated) and trans fats (man-made fats) are linked more with inflammation than plant or seed based fats. Some believe that psoriasis is the result of a poor utilisation of fats in the body. Watch out for the less obvious forms of fat such as potato chips, chocolate, fish and chips, take-away foods, sausages, pizza and too much BBQ along with alcohol in summertime. More research needs to be conducted in this area of fat and psoriasis.

### **Hormonal Activity such as Puberty, Menopause, PMS, Menopause**

- There are many complex reasons behind hormones triggering a response with psoriasis, too complex to outline in this booklet. Pregnancy can certainly make psoriasis worse for some women, and in some unusual cases it can even make psoriasis disappear. Adrenal fatigue and burn-out is another very common trigger of psoriasis, and this is mainly due to the fact that one of the main stress hormones called cortisol, the body's main anti-inflammatory hormone, can be elevated or suppressed during adrenal fatigue, resulting in either one or more flare-ups of psoriasis, or even a trigger to initiate psoriasis. A nervous shock or strain which either is the direct result from or is precipitated by the death of a loved one, bankruptcy, a divorce or other similar domestic upset, a surgical operation or even an accident. I have seen a few psoriasis patients who could recall one or more significant emotional events before the onset of their psoriasis.

### **Genetics:**

- Psoriasis is a condition that generally can tend to run in families. There is a multifactorial pattern of inheritance. About 30% of patients with psoriasis have a family history.<sup>2</sup> but this causative factor will not account for the majority of cases, however, there are always exceptions to the rule.

### **Faulty immune system:**

- Psoriasis may occur as a result of food intolerances and food allergies. I always check the person out carefully for any underlying food allergies. It pays to go onto a trial elimination-diet for about three weeks to determine to what degree your diet aggravates your skin condition. Excessive activity of certain white blood cells called lymphocytes (helper T-Cells) may be an underlying cause of psoriasis. People with a severely) compromised immune system, HIV positive and hepatitis patients can tend to have the most severe forms of psoriasis. You can read a whole lot more on this specialised topic in my book *Psoriasis, Stress, and Immunity*".

## **Stress:**

- One of the most important lifestyle changes to make is a focus on stress reduction. Stress is a huge trigger of psoriasis, probably one of the biggest. To understand how stress is linked in with psoriasis, you have to understand about the adrenal gland's role in improving immunity and suppressing inflammation. Learning ways to manage stress is important for anyone who suffers from the disease. Take some time out of the day to relax, enjoy a book, or take a brisk walk. Try not to take on too much at work and ask for help if needed. Reducing the amount of stress in your life will help prevent future flare-ups. Stress is one the biggest of all causes, and generally the most overlooked and hidden cause as well. I have found that many people with psoriasis tend to have a flare-up after periods of any kind of stress; this can include emotional stress, or physiological stress such as sunlight exposure. Other stresses include allergic reactions, organ stress from toxic elimination problems (especially the liver), heavy metal toxicity (mercury, lead, etc.) and even stress caused by nutritional deficiencies. There will be those who read my books on psoriasis and feel that there is 'little scientific proof' of a link between stress and psoriasis, but I can tell you from the research I have done, that this is certainly not the case. Just as in many dermatologic conditions, psoriasis appears to worsen with stress in a significant segment of patients, there are an incredible amount of studies which report that the proportion of psoriasis patients who respond quite strongly to stress and who notice skin aggravations in relation to stressful event ranges from 37% to an incredible 78%<sup>3</sup>.

## **Alcohol:**

- Probably the biggest lifestyle change for many is to reduce but preferably stop alcohol. Drinking alcoholic beverages also increases your chances of outbreaks, and I have seen many psoriasis patients with amazing reduction in their skin plaques, simply by stopping alcohol altogether. Moderately heavy drinking can most certainly bring on psoriasis. My strongest advice (if you can't stop) is to limit the amount of alcohol, and if you are currently experiencing an outbreak, it is a good idea to lay off the alcohol until it subsides. Heavy drinking will also cause frequent flare-ups and prevent your psoriasis from ever fully going away.
- I encourage you to stop long enough for you to see the link. You will. This cause is so important that I have placed it in a category all of its own. I'm afraid I won't be able to help you much, unless you are prepared to STOP this habit for at least a month to see the link of cause and effect. Don't kid yourself; alcohol is a strong aggravating factor, particularly with male drinkers. Statistically, cigarette smoking increases the risk of psoriasis developing in women particularly. However, if you smoke AND drink and wish to continue to do so, AND you have psoriasis and want it gone you are living in a fantasyland. Be sure to read the Psoriasis Diet, which explain much more why alcohol is a trap for those with psoriasis.

## **Certain pharmaceutical drugs**

- A lesser-known cause of psoriasis is that some cases can be caused by iatrogenic (drug-induced) disease. There are several drugs described in the literature that have been associated with the initiation, exacerbation, and aggravation of psoriasis.<sup>4</sup> Over the years, I have found that various people actually have a drug-induced form of psoriasis. This is particularly true with older patients or those who have been taking a psoriasis drug for several years. I have seen many cases of psoriasis in those who develop a bad case after certain types of pharmaceutical drugs were taken. One such drug is hydroxychloroquine, sometimes used for rheumatoid arthritis, which can cause severe psoriatic skin reactions.
- Types of drugs most commonly implicated with psoriasis are ACE Inhibitors (used for blood pressure), Beta blockers (used for high blood pressure), Lithium (manic depression), Anti malarial drugs such as chloroquine and hydroxychloroquine (used for lupus, rheumatoid arthritis, anti malaria drug), Antibiotics and antifungals (tetracycline, Nystatin) Non-steroidal anti-inflammatory drugs (such as aspirin, indomethacin, phenylbutazone), Hormones (such as cortisol, progesterone) and other drugs such as alpha-interferon and iodide.
- Get your medicines checked if you are in doubt. Are you on a 'Beta-Blocker' ACE Inhibitor or for high blood pressure? Are you taking a drug and have noticed that you developed psoriasis AFTER you took that particular drug? Then please go to Dr. Google and see if the two are linked, you will probably find a lot more online than your doctor will even know about the drug – it's all available online these days. You may want to check with your doctor if it is causing any aggravations of your skin before discontinuing it though. In fact, do you have psoriasis and are on any pharmaceutical drugs? Your medical doctor or pharmacy should be able to tell you if your drug/s have any possible skin-based side effects. Many patients can potentially have skin conditions aggravated by pharmaceutical drugs, and how annoyed they get when they realise that it was a drug causing the problem! I've seen many terrible "incurable" skin conditions completely disappear once a drug was discontinued.

## **Commercial Soaps, Shampoo and Cosmetics.**

- Commercial personal skin care products are often laden with many different kinds of chemicals that can potentially trigger psoriasis. Try instead more natural forms of these items; ask your local Health-food shop. The skin should be kept supple by having regular baths, add one to two teaspoons of flaxseed oil, or wheat germ oil, almond oil, etc. Try a chickweed-based lotion or a cream for the itch, your Health-food shop or Naturopath can help here again. You will be able to read plenty more in other booklets in The Psoriasis Program about the more natural ways of looking after your skin.

## **Smoking**

- Smoking can trigger outbreaks, so changing your lifestyle towards smoking cessation is a great idea. There are many ways to stop



smoking from chewing gums to patches and pills. The sooner you can stop this habit the better. Smoking increases your chances of developing psoriasis in the first place. If you already have psoriasis, your chance of frequent flare-ups is greater if you are a smoker.

## **Psoriasis Case Study: John, 50yrs. Director.**

John came to our clinic earlier this year with significant body covering of psoriasis. He was overweight, suffered with high cholesterol and high blood pressure. John likes to drink beer and wine and also showed signs of a candida yeast infection, which is something I commonly see with psoriasis patients - a fungal infection. The main focus was digestive work and particularly the eradication of yeast. I knew he would not stop alcohol, so I switched him from drinking beer and wine to gin. And, yes - it worked, the bowel improved, the yeast is virtually gone - but remarkably, have a look at the pictures below. Almost complete remission of all his psoriatic lesions. Here is a nice email I received from his wife:

"John has had bad psoriasis for more than 10 years. In January last year it was covering his body from head to toe. You can now see the difference in his hands and we are getting the same results on his feet after your recommendations. And on the rest of his body it has almost completely gone! The capping on his head is 98% gone - it was similar to that on his hands.

We think his nails are growing back normal which is very motivating for him. Seems the white moons are smooth for the first time in years. We are scared to change anything in terms of your treatment program, so will keep going. I will send you an update sometime soon".

Thanks so much, Liz.



### **50yr old man with serious psoriasis**

Here are a few pictures of a 50yr old male patient's hands before and after psoriasis treatment. The photos were taken 6 weeks apart and the treatment was quite simple really, I just worked on improving his health - especially his digestive health, and followed the principles outlined in the Psoriasis Program. All pharmaceutical drugs were stopped because they made literally no difference.

It will take a further 3 - 6 months of treatment before we see a 99 % + improvement. By the way, did I forget to mention that he has lost considerable weight (over 30 pounds), reduced his cholesterol and blood pressure and is

feeling fantastic? Naturopathy is about improving people's lives, not eradicating symptoms. Clearing up John's psoriasis will change his life significantly, his self-esteem is booming and the positive changes he has

made have impacted on all areas of his life, not just his skin. John's improvement can be attributed to the methods he learned from the Psoriasis Program.

## **Individualized Psoriasis Treatment Works Best**

What I have found interesting is that when it comes to the treatment of psoriasis, similar to the treatment of any other health problem a person may have, many health care professionals adopt a "one size fits all" approach. I don't mean this to be arrogant, but in most cases when a psoriasis patient comes to my clinic with psoriasis-related issues who has been to somebody previously, they may well have been given a diet sheet and a bunch of supplements and that's about it.

Perhaps you are a naturopath or a health-care professional reading this right now with an interest in treating psoriasis, and if you are then I'd like to share some insights with you which I feel can help you a great deal in your quest to help others significantly with psoriasis-related issues. Patients are all entirely unique and individual, and by understanding this unique individuality and treating people as such, you will be able to attain great and even outstanding clinical successes. If ten patients show up at a medical center with a similar illness, all ten will most likely receive the same treatment based on their diagnosis. If these ten show up on my doorstep, it would be most unusual for me to make exactly the same recommendation even twice.

## **How People Think They Get Well And How They Actually Get Well**



The trick with a very successful psoriasis treatment program is that it has to be individualized to suit the individual, but what exactly do we mean by this? Simple, first it is important to look carefully at the person's presenting complaints and understand how serious the candida yeast infection has taken hold of this person.

Then we try to figure out what type of person we are dealing with to see how we can apply the treatment plan successfully to them. Are they particularly sensitive? Are they strong-willed? Are they impatient and want results today? Are they willing to apply themselves and stick with my recommendations?

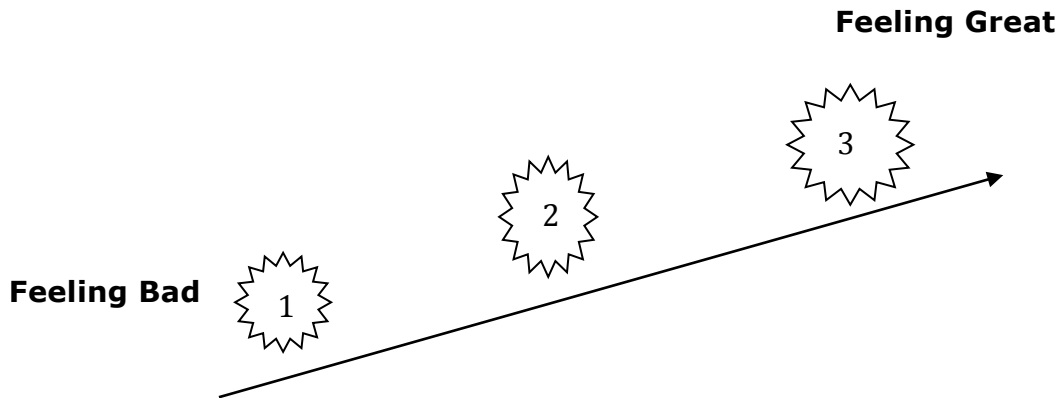
It has always been my belief in clinical practice that you can offer the best lifestyle advice, the best program and the best products but if the patient is not willing to fully engage you are wasting your breath, your time as well as the patient's hard earned money. So how do you make an average psoriasis patient engage in the Psoriasis Program to the point where they won't just get average results, but actually get rid of their psoriasis altogether? Well, you make sure that they start to feel better sooner rather than later and that they experience only a few setbacks in their first month of treatment particularly, i.e. you need to earn

their respect as a good clinician and you should be able to back up your claims you make in the clinic that they will look and feel better soon.

Personally, I have never offered any ironclad guarantees of a cure to any patient, but do tell them that getting better is not a smooth ride from feeling bad to feeling awesome.

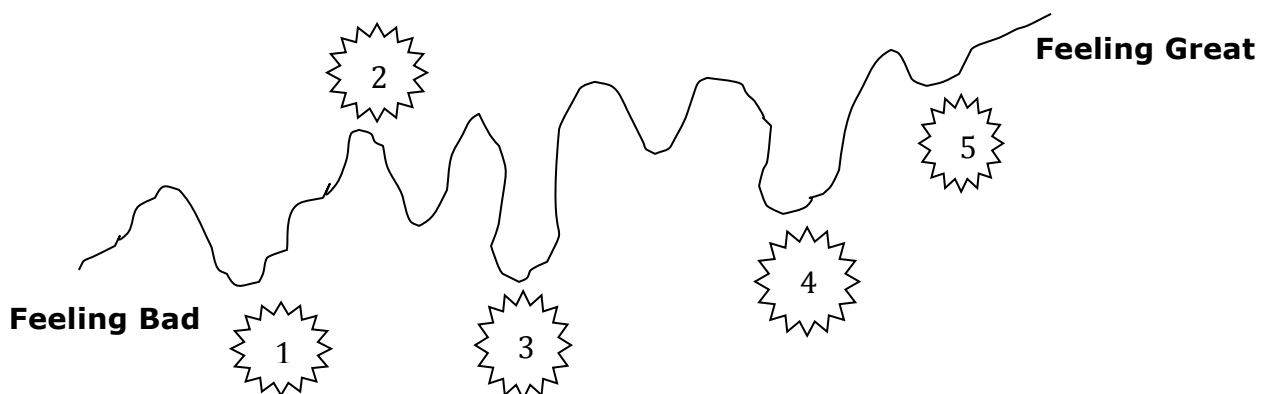
I will often draw a psoriasis patient this picture:

## **Fantasy Land - How People *Think* They Get Well**



Many patients I see have come to believe that if you have a problem with your body, you take a pill or treatment and you get better, simple. Western medicine tends to make people believe that when symptoms have gone away, you are "cured" and are well again. I suppose if you give credit to somebody who gambles and is always poor, you take all his or her money problems away too. Note that the circles with number 1, 2 and 3 are all in a linear fashion with no ups and downs? Many people expect no or very little bumpy rides along the way to recovery. As smooth as silk. Sorry, it isn't going to happen, I have never seen a patient in all my years of practice with psoriasis who did not experience a few ups and downs along the road to recovery. This is pure fantasyland, we would all like to go there, but no one has come back to me and told us how fantastic this place is. It must be time for a reality check and to wake up from our dreams of an instant recovery.

## **Reality Check - How People *Actually* Get Well**



You will see from the above diagram that circle 1 is in fact almost lower than the starting point. Indeed, some patients tell me they can even feel somewhat worse in the first week of treatment. See circle 2, I call this "the window of improving health".

The peak here is in fact the highest initial point on this line, and patients on the road to recovery may get a day or two within the first few weeks of treatment which almost seem like they have literally no health problems at all *just for that day*. This signifies recovery, and is a sure sign that if they keep going they will recover in time, providing they keep sticking to the treatment plan. But the window will shut, and circle 3 may prompt the patient to call or email me being disappointed because they were doing just fine, but the crashed "for no apparent reason". There could be a big skin flare up, a change for the worse in digestive health, a headache, etc.

It just so happens that there was a genuine reason, but it was not apparent to the patient at the time; just don't change that treatment plan! The crash at number 3 was because the patient went to a party, a wedding, etc., and then ate or drank something that pulled them right down. They felt great until they had that food or drink, *because they thought they could handle it*, but their digestive system was not ready yet. They may have also started to improve but then stayed up until one o'clock in the morning after coming home for a dinner and a drink or two (or three). Either way, something made this person go downhill, and it is up to me to help them to establish what this "something" was. Can you remember that I recently spoke about recognizing the maintaining certain causes as triggers of your psoriasis? Well, this is part of learning to live a healthier lifestyle, learning about the cause and the effect. You will be reading a lot more about lifestyle in subsequent booklets in this Program.

Note that not long after the trough of circle 3 there is an elevation again? The window is now open for two days or more this time, more improvements and the patient may even notice that she can now all of a sudden eat a particular food which previously caused her to feel unwell. The window stays open a little longer because some lessons are now being learned now, and the patient is beginning to slowly learn about cause and effect. Some people with psoriasis have an "aha" moment at this stage, the light bulb goes on and they are starting to learn and apply this knowledge to their diet and lifestyle.

By this stage we are beginning to experience an improved digestive system and most probably an improved bowel flora. By the time the patient hits circle 4, she is experienced enough to understand the cycle of "feel good-feel bad" and will be less critical of any skin and digestive aggravations and of the actual time frame of her recovery, she knows that it will all be good in time because she is starting to feel like her old self again. There may be the odd call or email, but these tend to taper off in the first three to four months I find.

After one year I don't tend to hear from most psoriasis patients anymore, even those who have been unhappy with their skin for twenty years or more. Initially I thought it was because they went elsewhere because they weren't getting results with my recommendations, and then I started to call them up and routinely heard: "I'm OK Eric, there is no need to see you again, my psoriasis is great, in fact better than it has been for as long as I can remember". *Well, that's OK then, thanks for letting me know...*

By the time circle 5 comes around, the skin aggravation is very short lived and not anywhere near as severe as it was in the past, and the person has accepted that there will be days when she cheats a little, she may stay up longer, get a little less sleep, drink a little too much alcohol or go back to some of her old ways of eating. The stronger the digestive and immune system has become, the smaller the skin aggravation that will be experienced.

This is in reality how people actually get well, have you noticed that there are lots of ups and downs in the diagram above? Getting from the point of feeling bad to feeling great can take one month right up to eighteen months or more; it all depends on the following five factors I'm just about to explain.

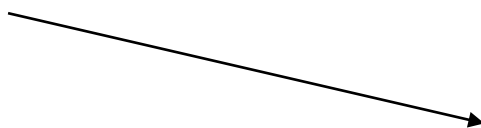
The trend is a big UP, but there are lots of ups and downs along the way. Doesn't this sound like the stock market? People panic and always seem to sell on the downturn...and then later regret they didn't hold out just that bit longer, it's human nature I suppose.

## **These 5 Factors Determine Psoriasis Recovery**

- 1.** Your willingness to stick with the Psoriasis Program, how bad do you want to get well? Do you want great looking skin, no more flaky skin, no more itching or bleeding?
- 2.** The severity of the psoriasis, how bad your psoriasis is. Mild cases will experience a much more rapid recovery; severe cases often take more time.
- 3.** Your ability to weather the storms, the ups and downs you will face as you slowly but surely improve over time. How you handle feeling bad when it invariably happens.
- 4.** Are you going to jump straight into pharmaceutical treatments when you get those flare-ups or recurring skin rashes, and more such aggravations occur? You will take several steps back if you do and it will take a lot longer to heal. How quickly do you hit that medical panic button?
- 5.** Your lifestyle, are you willing to do all it takes to not just beat psoriasis, but to feel really well and avoid psoriasis ...for life? More on this will be covered in another book. Many patients I see are very much "psoriasis treatment focused" and tend to completely forget about major benefits of daily relaxation, how stress affects them and adopting a regular form of exercise.

I can recall when I bought my first computer in the 1980's, the technician who set it up for me drew me a line on a piece of paper like this:

Lots of calls and emails



Rarely a call or email

What he explained was that once you buy into something new and foreign, you are in a learning mode and need to ask many questions from the person you bought that "something new" from. In the beginning you are still in the learning mode, and as time goes by and you learn more and the kind of questions you ask tend to be more difficult and complex. In the end you don't need to ask any more questions because you have learned what you need to know. You have started to apply the knowledge and you have gone from a beginner to somebody with an intermediate and maybe even an advanced amount of knowledge on the subject.

## **Medical Treatment Can Be Worse Than The Disease**

Are you going to be patient, or do you put a time limit on your recovery? Forget it, my advice is to leave that to the medical doctor who will prescribe drugs and expect to turn your symptoms "off" within a time frame, generally ignoring any maintaining triggers. You can read a lot more about the drug-based treatment of psoriasis in the booklet entitled *Psoriasis and Conventional Medicine Treatment*. If you have been taking drugs for psoriasis for some time, I highly recommend that you read this booklet carefully and study the side-effects of the various psoriasis drugs, because many psoriasis patients I see who have been treating their condition with drugs for any length of time will probably be experiencing side-effects ranging from mild to quite severe. And guess what, these side effects are then seen as a "disease" in their own right and treated with yet more drugs. *Now how ridiculous is that?*

I want to see my patient well enough in time to never have to resort to toxic pharmaceutical drugs ever again. Taking drugs long-term to "cure" psoriasis is very short sighted and will never give you the result you are looking for permanently. And, you will never feel well overall in your mind, body and emotions either. The bottom line is to expect ups and downs but they will smooth out in time and you will feel better in time, better than you most probably have felt in years.



## Psoriasis Patients Often Have Addictive Behaviors



It is not that uncommon to find a psoriasis patient who comes to my clinic with an addictive type of behavioral pattern, and this is something I have witnessed with many chronic cases time and again, particularly with a chronic condition like psoriasis. The addiction can be to sugar, alcohol, bread, cookies, peanut butter, chocolate or a lifestyle pattern that in time may contribute to psoriasis like staying up consistently late each night, not chewing foods properly, eating meals in front of a television or computer, worrying too much and not relaxing enough because of work addiction.

Stress is often a KEY factor; meals can be delayed or perhaps skipped in favor of high carbohydrate snacks. These patterns can continue for months depending on the person's age or even for several years. It may be a pattern a young person goes through when they perhaps twenty years old for example. They leave home, get a job and live in an apartment and hang around their friends a lot. This may include studying; part-time jobs and all too frequent partying or late nights. It may be a male or female who works as a shift-worker at a factory, or a busy single mother with kids who works as a part-time nurse. It may be a taxi driver, policeman or woman, surgeon or doctor or an airline pilot or airline traffic controller. It may be a middle-aged woman trying to take care of her aged mother and her teenagers at the same time.

In many of these instances, the diet of these psoriasis patients may leave a lot to be desired including alcohol, sweet foods, coffee with sugar, frequent take-away meals and considerably less time or motivation to focus on nutritious well balanced home-cooked meals. Whenever there is a person with a chronic case of psoriasis, then there will often be a chronic case of a faulty diet and/or lifestyle underpinning this. How do I know this? This is my twenty-sixth year in the clinic and I can tell you this after seeing thousands of patients with all kinds of chronic conditions like psoriasis.

I like to point these things out because it may be you reading this right now with a somewhat dysfunctional lifestyle or dietary habit preventing you from having a great digestive and immune system and optimal health. Stressful patterns and hit and miss diets are a classic way to cause dysbiosis, a toxic build-up in the body and eventual psoriasis. With a stable life and a nutritious diet comes a stable digestive function. No secrets, remember, just plain common sense.

## Many Psoriasis Patients End Up With Varied Outcomes

You may be a person suffering with bad psoriasis right now, and if you are then you will be able to find the answer to your problems shortly, and if you apply the principles I outline in the Psoriasis Program, then you are sure to get the results you are looking for, even after having

suffered with psoriasis related issues for one, five, ten or more than twenty years.

*The main reasons some don't fully recover from psoriasis are as follows:*

- The person may have been misdiagnosed and treated for another skin condition like dermatitis or eczema.
- The person may have been treated, but relapsed due to poor follow-up. Their symptoms came back again, and they gave up.
- The person aggravated after the first drug treatment and never came back.
- The person did not follow an effective and proven psoriasis plan effectively or gave up on ever hoping of a full recovery much too soon.
- The person thought they could beat psoriasis with drugs or supplements alone. They made no diet or lifestyle changes.
- The person did not stop drinking alcohol entirely, no matter how little consumed. They did not look at and address the underlying reasons for their moderately heavy or binge drinking.
- The person regularly takes prescribed drugs, maybe the Pill or antibiotics and expects to recover this way by treating their psoriasis symptoms only. Meanwhile their liver becomes increasingly toxic.
- The person does not adopt rest, exercise or support a healthy lifestyle.
- The person is subject continually to a low-grade stressful lifestyle. They kept on working long hours, stayed up late at night or just didn't get enough sleep.
- The person is in denial and wants to have his or her cake and eat it too. Some people I see want to keep on drinking, eating nutritionally depleted foods and a few even remain smokers. How can they ever expect to permanently resolve their psoriasis?

## **Yes, You Can Get Rid Of Your Psoriasis**



I've always said that it is the intelligent psoriasis patients who have a chronic skin flare-up for a short period of time; they recognize their maintaining triggers, learn from their mistakes and then move on. It is the ignorant ones or the psoriasis patient in denial who is more likely to have a flare up and stay that way recurrently and sometimes even

permanently, and that's just how it goes unfortunately. You may think that I'm a bit hard on people and that's OK, this is my experience based on seeing tens of thousands of patients with many different kinds of skin complaints over the years.

Those who are willing to learn why their skin flared up in the first place and are willing to correct their lifestyle and dietary indiscretions are the ones who come out on top a lot sooner than those who remain blissfully ignorant and are not interested in making the changes necessary. The definition of insanity is to do the same thing over and over and expect a different result. You've got to break new ground. If you follow the Psoriasis Program carefully your outcome is certain, and if you can strongly relate to recurrent periods of flare-ups and then improvements over the years AND you stick to the Psoriasis Program game plan, then you will win, and that's all there is to it.

## **The Four Types Of Recovery From Psoriasis**

Most psoriasis patients get well in several stages; in my experience these are the four different types of recovery generally with patients who present with psoriasis to my clinic:

1. **A Quick Recovery – 30% Of Patients.** Some recover very quickly from psoriasis because their condition was either quite mild to begin with and they sought help early in the development of their complaints, or they may have also been a more chronic case but were fully committed from the beginning and stayed on track. They followed on through with advice and kept up with their regular monthly appointments. These kinds of psoriasis patients are the ones we all like to see as practitioners, but in reality it is not always so. This group would make up about 30 percent of the psoriasis patients I see.
2. **Initial Partial Recovery – 40% Of Patients.** In my experience, this is by far the biggest group. Most will partially recover and then relapse before finally re-committing and finally becoming cured of their psoriasis issues. These are the most common group of psoriasis patients we see, and I believe that around 40 percent of people who see me are in this group.
3. **Almost Recovered – 20% Of Patients.** Some people almost recover, only to find they relapse several months after treatment. There are still several lifestyle and dietary lessons to learn here, or we are perhaps dealing with a hidden cause that I will cover later: "What to do if you don't seem to come right". A surprising 20 percent fall into this group, about 1 in 5 people I see with psoriasis have an obstacle in their way, and impediment that prevents them from becoming really well. Some stay unwell for several months, others for several years but many can recover in time after their obstacles or impediments to cure have been finally identified and dealt with.
4. **Some Just Never Seem To Get Well – 10% Of Patients.** There are two distinct groups here, on the one hand, some people with psoriasis are just after a pill or other quick fix, entirely ignore the causative factors or for some reason just don't want to address those obvious or hidden causes, like wanting alcohol, sodas, sweet foods like chocolate, etc. These are the people who are not willing to fully commit to the Psoriasis Program and they will either get well partially or not at

all, and I have seen many people like this over the years. But the second group belongs to the people in whom a clearly defined cause can be extremely difficult to uncover, and these are the patients that keep me on my toes. Every health-care professional can relate to this challenging group, they can be difficult but sincere people indeed, and sometimes we win and sometimes we lose.

After several years, I worked out that four months is about the right time for a psoriasis patient to recover, but six months is more realistic for most people, and a full twelve months of healthy living will mean that not only will the psoriasis be substantially relieved, but most all of your digestive and skin complaints can be entirely eradicated and your health should be outstanding. This is the result I would expect you to obtain if you carefully and faithfully follow the principles I have outlined. Your body's cells are continually renewing themselves, and if the conditions are right then your body will strive towards self-heal.

I want you to be patient and understand that excellent health can't be bought, you don't "catch" good health like you "catch disease", you have to earn good health and work hard for it. The harder, but smarter is a better word, you work the easier it will become, just like success in any other endeavor in your life, if you put in the work and stick with it then it will become easier and before you know it you will have achieved great success.

Nothing really good ever comes really easy, and as I mentioned before, if any book or product makes claims that sound almost too good to be true, then it usually is too good to be true. Don't fall for the hype like so many people I know have in the past. Dr. Norman Vincent Peale, a prolific author who wrote many books on positive thinking once said, "Whenever God wants to give us a big gift, he wraps it up in a big problem." The way I see it, the gift is fantastic health and the problem is your psoriasis.

You may find this strange, but a health problem like psoriasis can be viewed more from a positive rather than a negative perspective, your psoriasis did not drop into your lap; it developed over time due to one or several causes. If you figure out these causes and recover, a huge lesson will have been learned, and your gift will be amazing skin and the great health you long for.



## Recovery - No Smooth Sailing

My aim in sailing is not to be brilliant or flashy, but just to be consistent over the long run. *Dennis Conner, America's Cup winner*

There is no such thing as smooth sailing in any successful psoriasis treatment program anymore than there is trying to win the America's Cup. A strong gust of wind can come out of nowhere, an unpredictable storm may break your mast and your crew such as your partner, family or a friend, may even bail out on you at times finding you, the captain, just too difficult to handle. A psoriasis treatment program can cause you to become emotional and difficult to be with at times, believe me, I have verified this with so many patients so please *be patient* and understand that you need to prepare yourself for

some potential rough seas ahead, because you don't know what lies ahead in those murky depths.

Once you have weathered the psoriasis storm in all her fury you will become quite skillful to handle anything that psoriasis can throw at you and in time will learn to develop that patience you require to hang in there and successfully complete your course of treatment. Plot your course carefully when you start your psoriasis treatment, the Psoriasis Program, as outlined, make sure you are well equipped for your voyage (the right advice, the correct dietary protocol and lifestyle habits and the best dietary supplements) and most importantly, never give in, regardless of the weather ahead. You don't need to tie yourself to the mast and go down with this ship.

Just be consistent with your psoriasis treatment over the long run, you don't need to be flashy or brilliant. Just be consistent and persistent, because your persistence will break that psoriasis resistance.

When you become a skilled navigator of the oceans and have finally learned to make the right diet and lifestyle choices, you will discover that you will be able to easily identify any circumvent potential upcoming bad weather patterns such as poor food choices at home or at parties, weddings, barbecues, etc., and to skillfully avoid damage to your yacht (skin). It all comes down to the experiences you learn to build up over time, and over a prolonged period of time you will be able to cross the biggest ocean effortlessly.

## **The Last Resort Patient**



Do you need to drink alcohol several times a week to give you an escape from reality? Maybe you need several cups of coffee a day to give you a boost, or rely on a regular chocolate bar? These are just a few of the many addictive patterns I see which may lead you into a path of a reliance of uppers like caffeine and downers like alcohol, or even just those high carb foods in general that so many people love to eat day in and day out.

Your appetite may become disordered, your eating patterns erratic and before you know it you could easily develop a digestive problem. Some last resort patients may take 10, 20 or even 40 different dietary supplements in the belief they will conquer the bad symptoms inside, there will be a lot more on that topic in my other psoriasis books in this program.

And then psoriasis comes along and you are off to visit the doctor looking for a solution that will generally come in the form of a five-minute visit and a cream, ointment or a drug of some description. Problem solved you think, but wait a minute, that's when the fun begins. You keep the underlying dietary and lifestyle patterns going but now compound your addictions and compulsions with pharmaceutical drugs to conveniently switch off those annoying psoriasis symptoms. And you begin to feel worse, another trip to the doctor or naturopath and yet another drug or dietary supplement. And when your practitioner is finally

sick and tired of you complaining about being itchy, sick and tired, you may be labeled as a "difficult" or "non-compliant" patient.

I had enough of working in medical clinics after more than ten years; that's when I decided to once again set up my own clinic and work with chronically unwell patients who had enough of being bounced around, hopping from one drug or one doctor to another.

## **The Apple Picker**

To be honest, I really don't care if I upset a few people here or there, I have lost a few psoriasis patients over the years but I have had good results with many seemingly "hopeless" cases which were long ago discarded by practitioners who go onto easier pickings, or what one doctor friend called the low-hanging fruit. You can't achieve quality in a brief ten-minute consultation, and the more challenging psoriasis patients require much more time, valuable time a medical professional simply hasn't got.

The apples at the very top of an apple tree are the chronic psoriasis patients, the last resort patients, they are much more difficult to pick and win over than the apples at the bottom of the tree, the very mild cases, and are probably the best apples when you finally can reach them. There is a risk of falling if you do try to reach out to them, but you get to be a skilled apple-picker after a while, and by falling I mean offending them with more direct talk, or potential strong aggravations they may receive during treatment, etc. These are often the last resort patients who end up in my clinic, the cases that seem impossible to others.

I have been known to be straight up with psoriasis patients with addictive behaviors, there is no point beating around the bush. "Do you want to get well" I ask them.

"Yes I do" is the reply. "Are you willing to do what it takes to get well?" "Yes I am". "Do you enjoy feeling this terrible, having embarrassing skin, itching, burning skin, fatigue, etc.?" "No, I don't, I've had enough". "I'm willing to do whatever it takes, I've spent thousands of dollars and really have had enough, I am ready to get well". I have often thought about calling my clinic The Last Resort because that is what some patients tell us as naturopaths: "You are my last resort".

Many naturopathic doctors will have heard these very words, and the longer they practice and the more experience they gain, the more chronic and complex cases they tend to see. It is for these naturopaths that I have developed the Psoriasis Program concept as well, for those who see the last resort patients.

Are you a looking at checking into the last resort hotel yourself with your chronic health problem? If you are a Baby Boomer like me, you may be familiar with a song from the American band The Eagles called "Hotel

California". Remember the line from Hotel California: "You can check out anytime you like, but you can never leave"?

Some patients I have seen love being in the Last Resort Hotel, it almost suits a purpose of staying unwell, a kind of self-sabotage. Like the 27-year old patient I had who was abused as a girl and now feels comfortable at 220 pounds to avoid an intimate relationship. Like the 48-year-old work at home mother who goes to her refrigerator for ice cream a few times a day and has peanut butter sandwiches for lunch. "I can't be bothered, I've been with my man for twelve years and we have kind of drifted apart. He does his thing and I do mine". Yet another person who feels like she is permanently checked into the Last Resort Hotel. These patients may not necessarily have psoriasis, they may have thyroid dysfunction, adrenal fatigue, or a candida yeast infection, but the point is – they have one thing in common, they both have unhealthy diets and lifestyles based around emotional patterns. These are the underlying patterns that need improving if a cure is ever to be expected.

The crazy thing is you can check out of the Last Resort Hotel any time you like, and you can always leave. It's your decision, and if you come to my clinic you will get your wake-up call, but a nice one though, unless you eat the chocolate from the mini-bar. The Psoriasis Program contains many tricks and tips on how you can avoid becoming a last resort patient, and if you have living in this establishment, how you can check out for good.

## **Psoriasis Aggravations And How To Minimize Them**

There are many different types of aggravations people experience who come to seek the help of a health care professional. Some people come in with one or several pharmaceutical drug induced side effects, such as after an antibiotic, others experience a reaction when they stop taking a drug or change brands of drugs, etc.

Many people can potentially develop an aggravation at the beginning of natural therapy psoriasis treatment, and this can be quite discouraging for some. Those who are used to conventional Western medicine find the concept of "feeling worse before you feel better" a bit disturbing and some find it even downright crazy, particularly those who strongly adhere to tenets of modern medicine. Modern medicine believes that a diagnosis must first be made before treatment usually in the form of a drug that supposedly cures the complaint by way of eradicating the symptom. Aggravations can come about when you are treating psoriasis for many different reasons, and here are six examples of common reactions that I see occurring regularly with psoriasis patients:

1. Drug side effects that we call iatrogenic disease.
2. Coming off any medications or detoxing from pharmaceutical drugs.
3. A change in diet after commencing my treatment.
4. Combining several different treatments, drugs and dietary supplements, all at the same time.



5. Improperly combining drugs and natural medicines at the same time.
6. Cleansing (detox) reactions of the body after commencing natural medicine treatment, often times this will be drug residues clearing from the body.

In my experience, some people with psoriasis, especially chronic psoriasis, may experience one or more of the aggravations like those noted above after the commencement of my Psoriasis Program. What many haven't figured on is that some of these aggravations occur due to what is known as a "die off" reaction (Herxheimer reaction), i.e. due to candida yeast dying off, and this may occur in the body due to effective candida yeast eradication treatment. You will discover in my writings about psoriasis that many psoriasis patients in fact have an underlying yeast infection in their digestive system, or bacterial imbalance. Once we start to change the diet and treat the digestive system to improve its function, a die-off reaction may occur, but this is certainly not always the case. You will find the booklet named Psoriasis And The Candida Connection explains all.

I have found that these treatment aggravations are often due to a combination of several factors and cannot be blamed solely on one cause. Many diseases like psoriasis often get somewhat worse with effective treatment for a multitude of different reasons.



Unfortunately, we live in an age that seems to be obsessed with speed, everything has to happen NOW, it seems as if we can't seem to wait until tomorrow for anything anymore. As technology increases and everything speeds up, so do our expectations of healing our bodies. As a result we expect a quick fix, and conventional medicine certainly comes up trumps here, it can in many instances get rid of the psoriasis symptoms quickly, more likely suppresses them, so the disease goes somewhere else and gets buried deeper inside our bodies. Do you have a rash on your skin? Then take a prescription cream, it will go deeper when you apply that cream and will not be cured by any means, but will temporarily disappear, which is a "cure" according to your skin specialist.

Is it any wonder we get aggravations once we actually stop these kinds of suppressive treatments and all these hidden and buried symptoms rise to the surface of our bodies? Drugs that were taken even many years ago have residues which can remain deeply buried inside your body, and these toxins can and will resurface at the most inconvenient times, often when you try to improve your health by natural means. A die-off reaction is not necessarily what you are experiencing, your reaction is more likely to be a thorough house cleansing, especially if you have been on a cocktail of various pharmaceutical drugs in the past.

You will find that once you start the Psoriasis Program; the initial cleanse or detox will dig deep and help the body throw off these buried poisons. Personally, I would rather not take any pharmaceutical drug that merely suppresses symptoms, upsets my stomach and puts pressure on my



liver and kidneys. To examine what a disease aggravation means, let's take a look at the father of medicine, Hippocrates.

## Hippocrates – The First Physician



Hippocrates was born around the year 460 BC on the Greek island of Kos (Cos), and became a famous ambassador for medicine. Essentially, he was the first Western physician and is credited with being the first person to believe that diseases were caused naturally, not due to superstitious beliefs or the gods.

Hippocrates separated the discipline of medicine from religion, believing and arguing that disease was not a punishment inflicted by the gods, but rather the product of environmental factors such as a poor or wrongful diet and of bad living habits. What you may find interesting is that an aggravation of an illness before recovery is an important concept, a concept that has been unfortunately lost in traditional Western medicine today. Likewise, the concept of looking for the cause is lost as well, because medical practitioners don't really much attention at all when it comes to the actual *cause* of disease because it is all about treatment, and treatment (rather than prevention) is profitable.

In Hippocratic medicine the belief was that a *healing crisis*, was a point in the progression of the disease at which either the illness would begin to triumph and the patient would succumb to death, or that the opposite would occur and natural healing processes would make the patient recover. After a healing crisis, a relapse may follow, and then possibly another crisis. According to Hippocrates, crises tend to occur on certain days, which were supposed to be a fixed time after the contraction of a disease.

Hippocrates was a humble and passive man and based his therapeutic approach on "vis medicatrix naturae", the healing power of nature. He believed that rest and immobilization were of prime importance if true healing was to take place. Hippocratic medicine was very kind to the patient, and treatment was gentle with emphasis on keeping the patient clean and his wounds as sterile as possible. For example, clean water or wine were used on wounds, though keeping wounds dry was preferable treatment.

It is important to mention that the germ theory did not come about until almost two thousand years later. Hippocrates developed his theories after much observation and a lot of common sense, something sadly lacking in modern medicine today. Unlike physicians of today, Hippocrates was most reluctant to administer any strong drugs (such as heavy metals and poisons which were commonly used back then), or to hastily engage in any specialized treatment that might later prove to be wrongly chosen.

Psoriasis patients often notice that there are ups and downs when undertaking natural medicine treatment, as these are the aggravation and recovery phases that are common with many chronic conditions, especially conditions with which the person has taken various topical and

internal drugs for any length of time. The degree of aggravation depends very much on your lifestyle and diet during your treatment, as well as the degree of how sensitive you are. Aggravations can be mostly avoided with careful preparation. Just like anything in this life, it's all in the planning. If you plan carefully and prepare your body when you want to change your diet and lifestyle and carefully *ease yourself* into new ways, you will find that an aggravation will either be very mild or almost non-existent. Those who seem to suffer the most with violent aggravations are those who do not ease themselves carefully into treatment.

Some psoriasis patients ignore my advice and take twenty capsules a day of a supplement instead of two or three, is it any wonder they aggravate? Others make very quick and strong dietary changes, going from seven cups of coffee to zero, or decide one day to clean up their act and made radical changes to what and how they eat. Radical people end up with monumental aggravations, mild mannered people who make subtle and slow changes end up with minimal aggravations, certainly no rocket science here.

If you are just beginning to read the Psoriasis Program, you will be soon be reading the diet and nutrition section called The Psoriasis Diet, and I'd like you to read it all the way through and take your time when you implement my dietary recommendations. Plan your strategy, and that is why I want you to do the "Big Clean Up" I've outlined in The Psoriasis Diet, it will get you started correctly and minimize your chances of developing aggravations. Once you have completed the Big Clean-Up, you will be better prepared for the cleansing and detoxification I have planned for you in time.

## 12 Psoriasis Treatment Perseverance Tips



Recovering from psoriasis depends to a large degree on your ability to *discipline yourself*. If anything in life is worth achieving, it is worth sticking to clearly defined principles and a well-defined plan until you reach your objective.

Here are my twelve favorite perseverance tips along with some of the best quotes I know. It is good practice to read these tips several times, especially at times when you feel yourself slipping down the slope.

### Perseverance Tip # 1 Discipline Yourself.

If I want to be great I have to win the victory over myself - self-discipline. *Harry S. Truman*

You have probably bought this e-book series on psoriasis because you are sick and tired of your psoriasis-related problems and want to finally get rid of them. You may have read other similar books or

consulted one or several practitioners as well. The ability to discipline yourself in order to enjoy the greater reward of making a full recovery from your psoriasis is by far the biggest and most indispensable pre-requisite you will need to ensure your complete success. Have you had enough, are you finally wanting to really commit? Yes? Then you are already half way there in getting rid of the problem that has been plaguing you for ages, but be aware of the pitfalls and traps all along the way which may sabotage your attempts to rid yourself of psoriasis, such as parties, BBQs, eating out, birthday parties, Christmas, weddings and similar social occasions. Plan your outings so that you don't fall into temptation. I have written a booklet which will outline the importance of lifestyle, and this is one key area often neglected in psoriasis recovery, making the right changes here are persevering with the changes can literally mean the difference between recovering or failing to recover.

### **Perseverance Tip # 2 Do Not Give up Because of Laziness!**

Genius is one percent inspiration and ninety-nine percent perspiration. - *Thomas Alva Edison.*

A life without psoriasis is your aim, that's why you bought the Psoriasis Program surely. There are no shortcuts to a perfect health. Life and optimum health is a journey and not a destination. Living a lazy easy lifestyle will never be satisfying in the long run, in fact, it usually leads to feeling of unhappiness, being overweight and out of shape, having fatigue and all this can potentially lead to anxiety and depression. Living a healthy, happy and very satisfying life is hard work initially as you learn to pick up the slack and you will come to appreciate that having a great life including outstanding health takes commitment, but eventually it will become easier and easier. Don't give up; when the going gets tough... you know the rest. Your self-esteem will soar as you begin to reach milestones and then away you go; there will be no stopping you!

### **Perseverance Tip # 3 Pursue Your True Desire For Optimal Health**

Discipline is the bridge between goals and accomplishments. *Jim Rohn*

Never give up on ridding yourself of psoriasis, particularly if you have had many health challenges for years and you can't go a day without thinking about a complete recovery. A lot of the time we aren't really going after a complete resolution of all our health problems because of some underlying fear or insecurity. We end up pursuing a very average life and this way we never end up feeling fantastic and living up to our full potential. This is why you must really go after what your heart desires, an excellent state of health free from psoriasis. This can be difficult because of social conditioning, peer pressure and many of society's implied rules which you are raised with, such as drinking alcohol, taking antibiotics routinely, eating cookies, drinking soda drinks and eating ice cream. Believe me, once you are pursuing your heart's true desire of being free of the torment of psoriasis, perseverance and stick-ability will take care of itself. You will be naturally motivated to

pursue your desires, especially after any aggravations have cleared and as your health progresses.

#### **Perseverance Tip # 4 Never Give up Due To Little Or Lack of Progress.**

People who have kept on trying when there seemed to be no hope at all have accomplished most of the important things in this world. *Dale Carnegie*

Worried about your seemingly lack of progress? This will take care of itself if you are pursuing your true desires of become really well, because your desire will be so strong, that a seemingly slow progress will become irrelevant. However there still will be times where you might become discouraged because of the slow or lack of progress in your recovery. I'd like you to think of fantasy land, can you remember that while in a blockbuster movie you can see a character progress or change his whole lifestyle in a mere matter of 2 hours, in real life this progress is much slower? This is why most people don't stick with their goals, because they have unrealistic expectations and often expect ridiculously quick results!

I have seen too many psoriasis patients over the years that didn't feel "cured" after a month and moved on to another form of treatment, generally a drug of some description. Aim for a steady slow progress, and above all, remember the ups and downs you are likely to encounter as you recover.

#### **Perseverance Tip # 5 Success is Much Closer than You Think.**

Many of life's failures are people who did not realize how close they were to success when they gave up. *Thomas Alva Edison*

Your success might just be around the corner; you may be surprised how close you are to beating psoriasis. Even if it's not, by persevering in pursuing your goal of great health you will be building a great lifelong habit of adopting a healthy diet and lifestyle. If you give up on your goal of permanent psoriasis eradication, how do you know that you will not give up on your next goal or the one after that? Be careful not to make giving up a habit in life! If you hang in there and keep working at it, you are building a persistent determined character and are sure to succeed. Quitters never win, and winners will never quit.

#### **Perseverance Tip # 6 Always be Flexible & Willing to Change.**

How am I going to live today in order to create the tomorrow I'm committed to?  
*Anthony Robbins*

If I had a dollar every time I heard a patient say: "I can't take supplements, I just forget to take them" or "I don't like to swallow any pills" or "There is no way I could eat like that", "Your Psoriasis Diet is just too difficult to follow", "Sorry Eric, I just love eating cookies and can never see myself stopping enjoying them", etc., then I'd be a rich man. Please don't let your current identity or self-image limit the

pursuit of your ultimate health goals. Always be willing to make the necessary changes, to try new or different foods, and to learn new skills like relaxing, laughing, breathing deeply and more. Be willing to look like a fool every now and then! Remember that definition of insanity? You will hear this time and again in my writings, in fact it has been written down more than six times in the psoriasis series of booklets – The definition of insanity is doing the same thing over and over and expecting a different result. So to achieve a new goal you must slowly make changes and try different things.

### **Perseverance Tip # 7 Start Visualizing the New You Today**

Self-discipline is an act of cultivation. It requires you to connect today's actions to tomorrow's results. There's a season for sowing a season for reaping. Self-discipline helps you know which is which. *Gary Ryan Blair*

Don't knock it; visualization is very powerful especially as you use it more and more. Whatever goal or endeavor you are pursuing, close your eyes and start visualizing yourself as having achieved it. Visualize how happy you feel as a result of great looking skin with no more itching, cracking or bleeding, of an optimally functioning digestive system – no bloating, no constipation or diarrhea – ever. Visualize sweet breath, loads of energy, no headaches, and nobody staring at your skin – *ever again*. Just visualize for one moment that you go from day to day enjoying your body and never have to worry about any symptoms anymore. Especially, visualize becoming a lot more successful in all other areas of your life because of the extraordinary confidence you now have obtained from achieving your goal of being completely free from psoriasis. Daily review your goals, and visualize achieving them. Visualization is especially good to do when you first lie down to sleep and just after you wake up in the morning.

### **Perseverance Tip # 8 Add Strong Emotions to Your Goals**

Strong, deeply rooted desire is the starting point of all achievement. *Napoleon Hill*

If you set yourself a goal of "getting rid of psoriasis", then this is just a goal, a few words or a meaningless sentence. However, once you add a strong emotion, it starts to take on a whole new meaning and becomes a part of you. Achieving the goal of optimizing your health becomes a strong part of your character. Let's say you set the following goal "I want to cure myself of psoriasis". This is a very plainly stated goal. What does it look like when you add emotions? "I want to get rid of my psoriasis permanently because I'm sick and tired of when I go out eating with friends that I'm embarrassed of my skin". Or perhaps, "I want to get rid of my psoriasis permanently because it will allow me to wear the kind of clothes I've always dreamed of wearing" Maybe this one "After ten years of digestive problems, I want to be able to be one hundred percent free of bowel problems like bloating and pain and know what it is like to have my slim waist back again" Another one: "It will be fantastic to be able to go to the hairdresser without worrying about what she will be thinking". The more emotional reasons that you come up with for why you must achieve your goal of permanent psoriasis eradication, the better. You should regularly review and add to your list of reasons.

## **Perseverance Tip # 9 Use Your Personal Network for Support**

I get by with a little help from my friends. *Lennon & McCartney*

The best resource is your personal network, you will have a circle of contacts and there will be friends and family only too willing to support your recovery. It's your job to communicate effectively to your network by being clear about what your intentions are and that you'd appreciate support in your quest to permanently kick your psoriasis. It helps to be specific when approaching your friends to give them information that's easy to act on, such as "I'm avoiding alcohol for the next several months, and I'd really appreciate some support guys".

## **Perseverance Tip # 10 Use My Multi Staged Approach**

Make at least one definite move daily toward your goal. *Bruce Lee*

The successful treatment of psoriasis needs a multi-stage attack; you need consistent persistence and a daily advancement towards your goal. Bruce Lee trained daily like there was no tomorrow and became an absolute legend in martial arts. You also can become a legend in your own circles by committing daily towards your health goals. In my professional experience, all several aspects of the Psoriasis Program I outline need to be carefully followed otherwise you will just get average results, my clinical observations have shown this repeatedly with many patients. I want you to forget that "magic pill" that will "cure" you; it is simply *not going to happen*.

Following the Psoriasis Program is not a walk in the park, yet it doesn't have to be a one-year hike and getting lost in the wilderness either. I have found that there are some patients who have enormous difficulty sticking to the commitment they make to change their lifestyle. They are sometimes so much at the mercy of their psoriasis-induced confusion; some have muddled thinking and a lack of clarity that at times accompanies the high levels of toxins produced by the poor bacteria, candida, or pharmaceutical drugs that it can be quite difficult for them to take consistent action. I just wanted you to be aware of this important point before we launch into the Psoriasis Program. You will get well; it is just a matter of time.

Just imagine for one moment - a life free of digestive hassles, skin problems, it is not only a distinct possibility; it is a certainty with your perseverance and determination.

## **Perseverance Tip # 11 Winners never quit and quitters never win**

We must all suffer from one of two pains: the pain of discipline or the pain of regret. The difference is discipline weighs ounces while regret weighs tons. *Jim Rohn*

I want you to know that a permanent solution to your psoriasis can and will happen for you, providing you stay true to your word and follow the plan. Look for example at sports professionals, they follow the rules of the game carefully, and in your case, the rules for psoriasis eradication as outlined in my Psoriasis Program, they get regular and professional

guidance from their coach, in your case, your health-coach, myself, they persist with much training and the outcome is almost always assured, success in their field. The winner takes it all, and like the Olympic athlete, you could even shoot for gold and totally surpass your own expectations by permanently eradicating that psoriasis or perhaps shifting that chronic health problem like that weight you have been trying to get rid of for years, but gave up on. The difference between silver and gold is in going that extra mile.

There are many aspects to getting over psoriasis and restoring your health and wellbeing, and it is absolutely possible to completely overcome psoriasis. Please follow my several steps carefully, and most importantly, remember that there is no clearly defined time for overcoming your psoriasis. It is all up to you, and as I have mentioned already, some patients achieve amazing results in as little as three months, with others it can take considerably longer, a year or more.

### **Perseverance Tip # 12 Regularly Review these Words of Calvin Coolidge**

Nothing in the world can take the place of persistence. Talent will not; nothing in the world is more common than unsuccessful men with talent. Genius will not; unrewarded genius is a proverb. Education will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent. *Calvin Coolidge*

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