

FOR IMMEDIATE RELEASE

On June 25th, 2022 A New Turn For 100+ Million People Suffering From Vitiligo

The twelfth annual [World Vitiligo Day](#) (WVD) will take place on June 25th, 2022 - with Mexico playing host to this major event. The theme of WVD 2022 is ‘Learning to Live with Vitiligo’ and this marks a pivot from something that was purely about raising awareness, to a wide-ranging initiative that focuses on patient and doctor education.

Each year WVD is officially hosted by a different country and 2022 marks Mexico’s turn, under the presidency of Prof. Jorge Ocampo Candiani. Vitiligo awareness is making large strides in Mexico, thanks to tireless work of Mexican Foundation of Dermatology, under the presidency of Dr. Rossana Janina Llergo, and recently established Vitiligo Foundation of Mexico, under the leadership of Dr. Karen Férez.

WVD has become a global healthcare phenomenon, and the interest generated far outstrips that of other major ‘skin days’, such as World Melanoma Day or World Psoriasis Day, according to Google Trends. Across the world, millions of patients and care providers will soon learn more about how to deal with this unpredictable skin condition.

For the first time, the [WVD activities](#) will this year split into three distinct days. June 25th will remain the focal point and be dedicated to vitiligo patients, while June 22nd will be a Scientific Day, and June 23rd will be a Media Day.

Local events will be held in countries on all continents to mark the occasion. Celebrations in the USA are [organized](#) by GVF and Minnesota VITFriends on June 24-25th. European activities are [coordinated](#) by Vitiligo International Patients Organizations Committee, better known as VIPOC.

The buzz created by WVD – and the wider vitiligo awareness movement – is driving positive change: Just a decade ago, research into vitiligo was at a low ebb. Only two or three companies (at most) were developing vitiligo drugs — a number that now stands at [30-plus](#) — and the first drug for vitiligo may be approved by the FDA [this July](#). In clinical trials a topical ruxolitinib [demonstrated](#) an over 75% improvement in 30% patients' facial vitiligo after 24 weeks of treatment; a significantly greater proportion of patients achieved at least 50% improvement in vitiligo noticeability measure.

“World Vitiligo Day continues to grow and prosper,” says Yan Valle, CEO, Vitiligo Research Foundation. “It has evolved over the years and become so big that we have split it into distinct sections. That’s a sign of the urgent need for information that’s craved by millions of vitiligo patients and health professionals across the globe. We are incredibly thankful to our sponsors - including Incyte, the Aksenov Family Foundation and Google - and private donors for their unwavering support.”

Earlier this year, VR Foundation has presented [Vitiligo Patient Journey Map](#), which guides patients and their families through the maze of vitiligo treatment and lifestyle options. Now, it has been translated in 17 languages to mark the WVD and vitiligo community.

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NOTES FOR EDITORS

[World Vitiligo Day – A Brief History](#)

About the Vitiligo Research Foundation: Firmly committed to curing vitiligo, the [VR Foundation](#) is a 501(c)3 non-profit, focused research organization, based in New York, USA. It aims to accelerate the end of suffering for millions of people who live with vitiligo through research, support and education.

About Vitiligo: (pronounced vit-ill-EYE-go) is a very complex and generally unpredictable skin disease. Vitiligo causes the skin to lighten in patches across the face and body. It is a poorly understood, non-communicable, immune-mediated skin disease that affects one in every hundred people to some degree. Vitiligo can be treated temporarily — for up to 3-5 years — with varying degrees of success on different parts of the body, but there is no cure yet.

It can strike anyone at any age, but the condition normally develops before twenty – meaning many children are living with vitiligo. The burden of vitiligo falls particularly hard on developing countries, due to misdiagnosis of the disease, little or no access to effective treatments, and widespread stigmatization and discrimination.

The total number of people suffering from vitiligo is estimated at around 100 million people worldwide. However, the actual number may be much higher because vitiligo is a very underreported disease. The [prevalence](#) of vitiligo is around 1.11% of the U.S. population, including around 40% of those with the condition being undiagnosed. Numbers in other countries may vary greatly, from 0,5% to 2% of the population, depending on the region and age group.

Please see attached – WVD 2022 logo, Vitiligo Patient Journey Map.



Vitiligo Patient Journey Map

A bird's eye view of a vitiligo patient pathway through the healthcare maze, with major milestones and rough travel times.

