

Sun Pharma launches campaign for awareness on acne

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A common condition acne affects more than 85% of adolescents



Sun Dermatology, a division of Sun Pharmaceutical Industries, Inc., USA, which is a wholly owned subsidiary of Sun Pharmaceutical Industries Ltd., announced the launch of *Take on Acne* – a new advertising campaign designed to raise awareness of the profound impact of acne on everyday life, particularly among teenagers and young adults (roughly 12-25 years of age).

A common condition, acne affects more than 85% of adolescents and, depending on its severity, persistence and other factors, is highly correlated with psychosocial problems and low self-esteem.

The ad concept is the result of research Sun Pharma conducted to understand how acne impacts teens and young adults, and how they experience this condition in their own words. The research uncovered common themes through personal expressions of psychosocial angst, hopelessness, and isolation. Research participants reported viewing themselves through a distorted lens, as if defined by their condition, and admitted to self-retreating to avoid being judged.

“Take on Acne is meant to empower people with acne to re-gain control as their lives are interrupted by breakouts that can feel uncontrolled and overwhelming,” said Andy Nelson, Vice President, Sales and Marketing, Medical Dermatology, Sun Pharma. “By showing what adolescents with acne are going through, our aim is to give rise to the voice of the patient in a meaningful way, underscoring our commitment to these patients and the dermatology professionals who serve them.”