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P&G Health partners with International Diabetes Federation to address Peripheral Neuropathy

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A new partnership to promote diabetes care and improve the lives of people affected

Peripheral Neuropathy (PN) is a chronic condition, wherein the peripheral nerves are damaged. With diabetes being the leading cause of PN, the increasing prevalence of PN is closely linked to the rise in number of people living with diabetes. It is estimated that almost 50% of people with diabetes may suffer from PN during their lifetime.

P&G Health is stepping in as a new partner of the International Diabetes Federation (IDF) and support the advocacy and awareness activities of the Federation. For many years, P&G Health has been partnering with healthcare professionals around the world to promote the early diagnosis and treatment of peripheral neuropathy in people with diabetes and other risk groups.

If not diagnosed and treated timely, PN can have a major impact on quality of life. Not only does the disease itself have an impact but also comorbidities and other factors influence the patient's social life, working life and overall well-being.

Still awareness and education on this topic remain limited. That is why together, IDF and P&G Health will join forces to promote diabetes care and improve the lives of people affected.

Milind Thatte, Managing Director, Procter & Gamble Health Limited, said, "Launched on the occasion of World Diabetes Day 2022, our 'Put Life Back in Your Hands' campaign' comprising screening and education initiatives across 13 cities to raise awareness on the connection between Peripheral Neuropathy and Diabetes, and the importance of early identification and timely treatment. This campaign is part of a large-scale collective awareness effort by P&G Health across 18 countries in Asia, Middle East and Africa Region."